

# SUPPLEMENTARY STATEMENT

## WELSH LANGUAGE IMPACT ASSESSMENT

<b>On Behalf of:</b>	Conygar Stena Line Ltd.
<b>To:</b>	Isle of Anglesey County Council
<b>Proposal:</b>	Proposed redevelopment of Holyhead Waterfront - Mixed use development to include residential, leisure and employment developments

<b>Our Ref:</b>	RMD/28/0052/N
<b>Date:</b>	November 2010



**CDN Planning Ltd**  
Riverside Business Park  
Benarth Road  
Conwy LL32 8UB  
t. 01492 581800  
f. 01492 580599  
e. [info@cdnplanning.com](mailto:info@cdnplanning.com)  
w. [www.cdnplanning.com](http://www.cdnplanning.com)

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Prepared By:	AWW
Checked By:	RMD

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## 1. Introduction

1.1 CDN Planning (Wales) Ltd has been instructed by Conygar Stena Line Ltd. (a Joint Venture Company), to prepare the following assessment in order to identify potential impacts of the proposed redevelopment of Holyhead Waterfront on the use of the Welsh Language.

1.2 National and Local Planning Policy recognises the importance of the Welsh Language as a planning matter and the assessment has been prepared in accordance with the advice contained with the following policies and key advisory documents:

- *Planning Policy Wales (PPW) Edition 3 (2010);*
- *Technical Advice Note (Wales) (TAN) 20 – The Welsh Language;*
- *Wales Spatial Plan (2008 update);*
- *Planning and the Welsh Language: The Way Ahead (December 2005;)*
- *The Ynys Mon Local Plan;*
- *Stopped Ynys Mon Unitary Development Plan (UDP);*
- *Supplementary Planning Guidance ‘Planning and the Welsh Language (September 2007);*
- *Anglesey Language Profile prepared by Menter Môn.*

1.3 Isle of Anglesey County Council 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.

1.4 The Authority has published a Supplementary Planning Guidance (SPG) Note on ‘Planning and Welsh Language’ (adopted September 2007) which offers guidance on how the Authority would make decisions regarding the impact of proposed developments on the Welsh language. The adopted SPG guides

this assessment which, in turn, responds to the criteria and methodology set within the SPG document.

- 1.5 Anglesey's SPG 'Planning and the Welsh Language' has been based on the advice contained in 'Planning and the Welsh Language – The Way Ahead'. The document identifies all areas where Welsh is spoken by 25% or more of the population as Language Sensitive Areas (LSAs).
- 1.6 The SPG recommends thresholds where either a Language Statement or a Linguistic Impact Assessment is required to support planning applications. Further information regarding the SPG is included in section 4 of this assessment.

## **2. The Proposed Development**

- 2.1 The planning application is submitted in outline form and seeks to establish a coherent and sustainable Masterplan for the regeneration of the Holyhead Waterfront area.
- 2.2 The key components of the proposal aims to offer a comprehensive strategy for the regeneration of Holyhead Waterfront and would lead to the creation of high-quality employment opportunities, attractive residential opportunities as well as the provision of a fully sustainable mixed leisure destination and visitor attraction. The assessment considers the impact of the development as a whole on the use of the Welsh language.
- 2.3 The proposal is to include the development of the following key components;
- 500 berth marina with associates water access and yacht club;
  - Supporting residential and leisure accommodation associated with the marina;
  - Relocated coastal moorings to facilitate current demand and usage;
  - Preservation of the existing open space and original character of the area;
  - Preservation of the existing sailing club and slipway;
  - Reinstatement of formal gardens and boat lake;
  - Reinstatement of derelict listed structures at Porth-y-Felin and Solidier's Point; with new leisure, business and education uses;
  - Enhancement of dedicated sail training / youth centre within listed former lifeboat station;
  - Enhanced accessibility to the Great Breakwater; and
  - Mixed residential accommodation from apartments to large family homes for the local and incoming population.
- 2.4 Full details of the proposed development are included within the application submission, and includes, in particular, a core Masterplan which identifies the proposed individual development components.

2.5 Further information regarding the development is also included within the submitted 'Design and Access Statement'. The application is also supported by an Environmental Statement having been subject to an Environmental Impact Assessment. Full regard should be given to the application's supporting documentation.

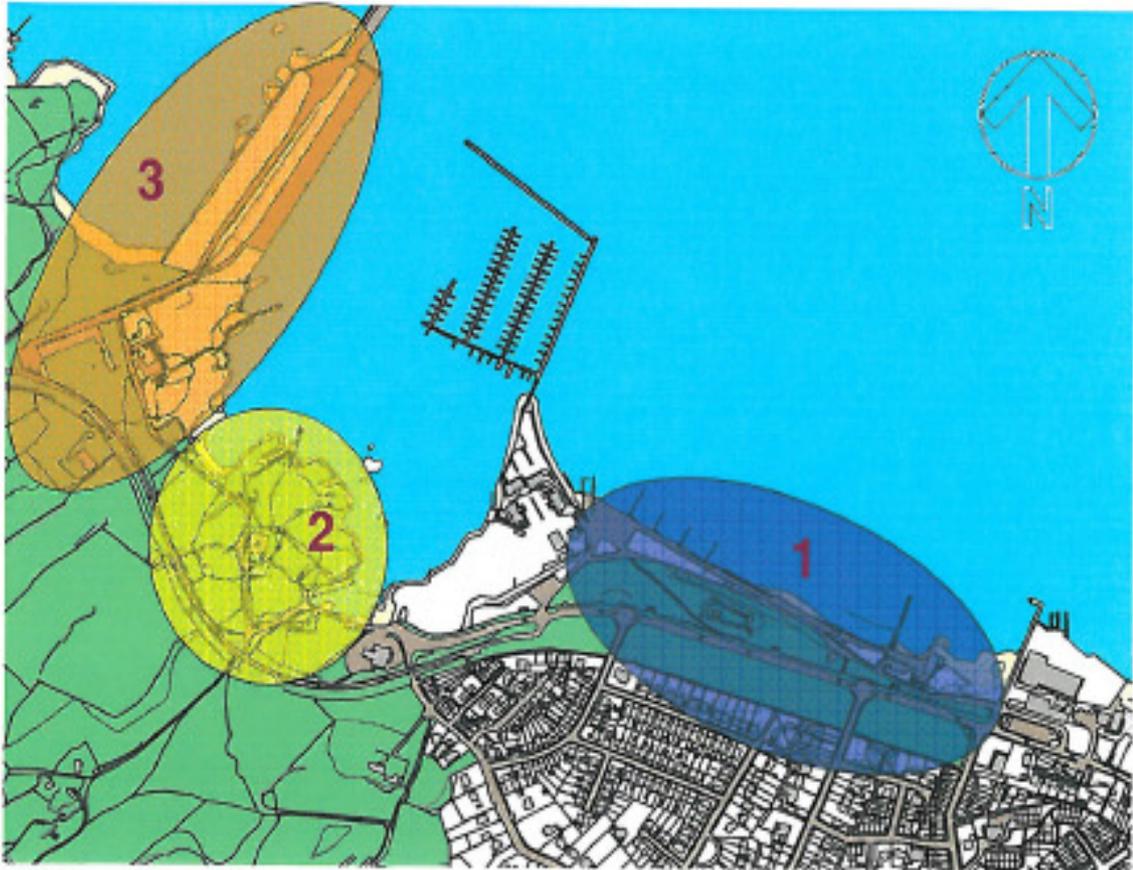
2.6 The specific accommodation schedule as detailed on the core Masterplan drawings can be summarised as follows;

- 500 berth marina;
- c. 150 relocated moorings;
- 380 new dwellings (a mix of 1 and 2 bed apartments, and 2, 3, 4, and 5 bed houses);
- c. 280 visitor parking spaces;
- c. 380 private parking spaces;
- 4,040m<sup>2</sup> of commercial / leisure uses;
- 80 bed leisure / business hotel;
- 300m<sup>2</sup> Sail Training / Youth Centre;
- Public Beach area with community changing welfare facilities;
- A new 900m<sup>2</sup> maritime museum with a new 1,050m<sup>2</sup> visitor centre (within the existing Soldier's Point House);
- New maritime workshops;
- Circa 250 space overflow car park.

2.7 The application site is divided into 3 separate character zones for ease of reference. Each zone is to be developed in a manner that would offer a distinct form of experience but with accessible linkages available between the zones. The zones are identified as including;

- Zone 1            - Marina and Promenade;
- Zone 2            - Porth-y-Felin; and
- Zone 3            - Soldiers Point.

2.8 Details of each individual zone including their characteristics are included in the submitted Design and Access Statement, but replicated below for convenience.

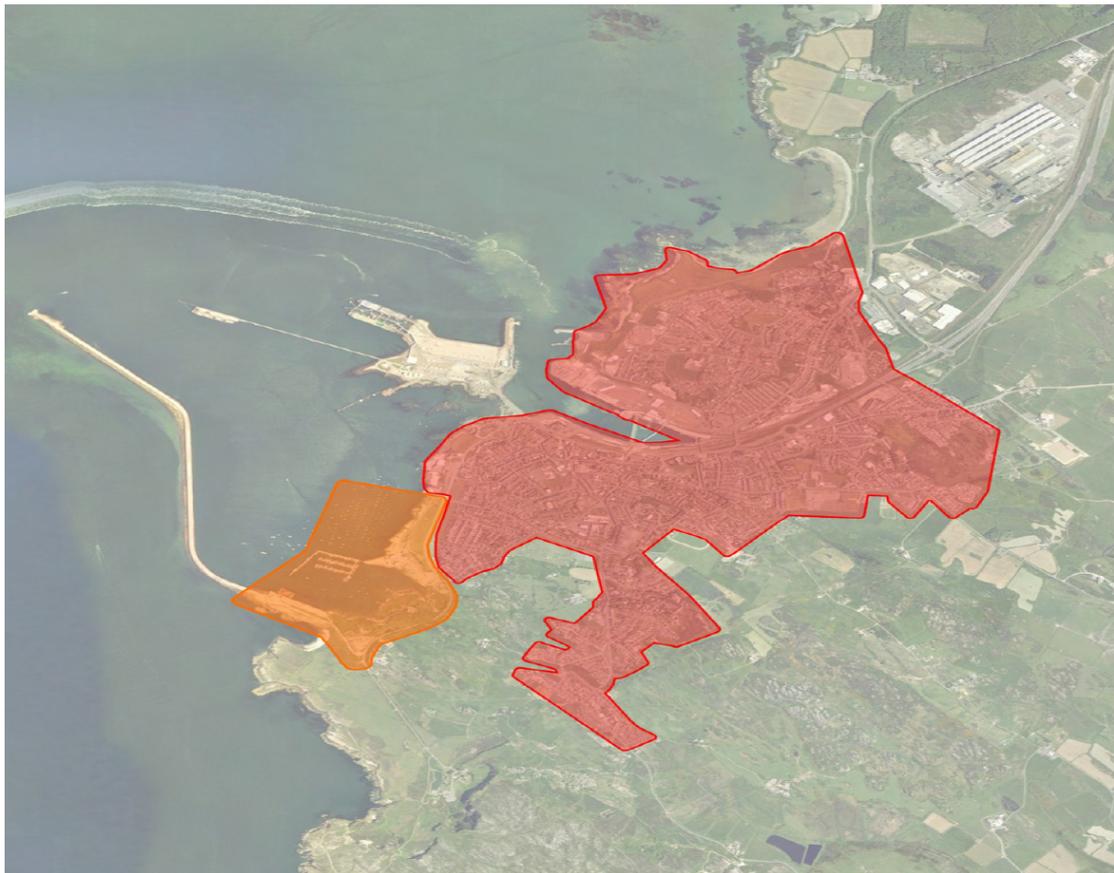


The map above identifies the individual character zones.

2.9 The proposed development area is located to the north of the town centre of Holyhead and to the West of the Stena Line Ferry Port. The application site is located within a Coastal Conservation area and falls within the harbour area protected by the Great Breakwater, with a northerly aspect.

2.10 Part of the waterfront area is currently used as a marina with 300 berths/moorings, nominal residential accommodation associated with the marina, public open space and derelict listed buildings at Porth-y-Felin and Soldier's Point.

- 2.11 Full details of the area's history is included within the submitted 'Design and Access Statement', as well as details of the topography and landscape of the application site area.
- 2.12 The aerial photograph below identifies the application site (marked orange) and Holyhead Town Centre, inner Harbour and the residential areas (marked red).



- 2.13 Due to the scale of the proposed development, it is anticipated that it would take a number of years to reach its conclusion, with the development being anticipated to commence towards the end of 2011, subject to planning consent. Whilst no formal phasing is proposed, it is anticipated that the commercial reality is such that the development would, in effect, be completed over a significant number of years. This, in itself, would help ensure that the development has minimal negative impact on the social, cultural and linguistic character of Holyhead and the extended area.

- 2.14 It is considered that the proposed development provides an unique and comprehensive regeneration stimulus for Holyhead Waterfront through the creation of local employment and the provision of a fully sustainable mixed maritime and leisure destination that has the potential to encourage inward investment, support tourism strategies, educate and inform on the heritage and history of Holyhead, enhance the coastal experience, including access to watersport and regenerate the local business community.
- 2.15 The next section of the statement provides an overview of the linguistic profile of Ynys Môn and also a more detailed profile of Holyhead and the two electoral wards within which the application site is located.

### **3. Linguistic Profile of the location**

- 3.1 In order to gain a full overview of the use of the language with the locality, a brief overview of the linguistic profile of Ynys Môn is provided below.
- 3.2 The most recent key survey results for Anglesey can be obtained from the document 'Key Statistics for Isle of Anglesey' published by the Welsh Assembly Government's Finance and Statistics Team, April 2008. This document updates the findings of the 2001 Census.
- 3.3 In terms of the total population of Anglesey the mid-2006 survey revealed a total population of 68,884. Comparing this to the total population in 1996, the Island has experienced a 0.4% increase in the total population during the 10 year period.
- 3.4 Looking specifically at the use of the Welsh language on the Island, the document identifies that 59.8% of Anglesey's residents over the age of 3 can speak Welsh (compared to 20.5% in Wales as a total). The use of the language on Anglesey is, therefore, above the average use of the language in Wales.
- 3.5 In terms of the number of people identifying themselves as having one or more skills in Welsh, a total of 70.4% of those over the age of 3 identified themselves as having one or more skills in Welsh (compared to a total of 28.4% in Wales).
- 3.6 A total of 19.4% of the population over the age of 3 identified themselves as being Welsh (compared to 14.4% for Wales as a whole).

#### **- Proffil Iaith Ynys Môn**

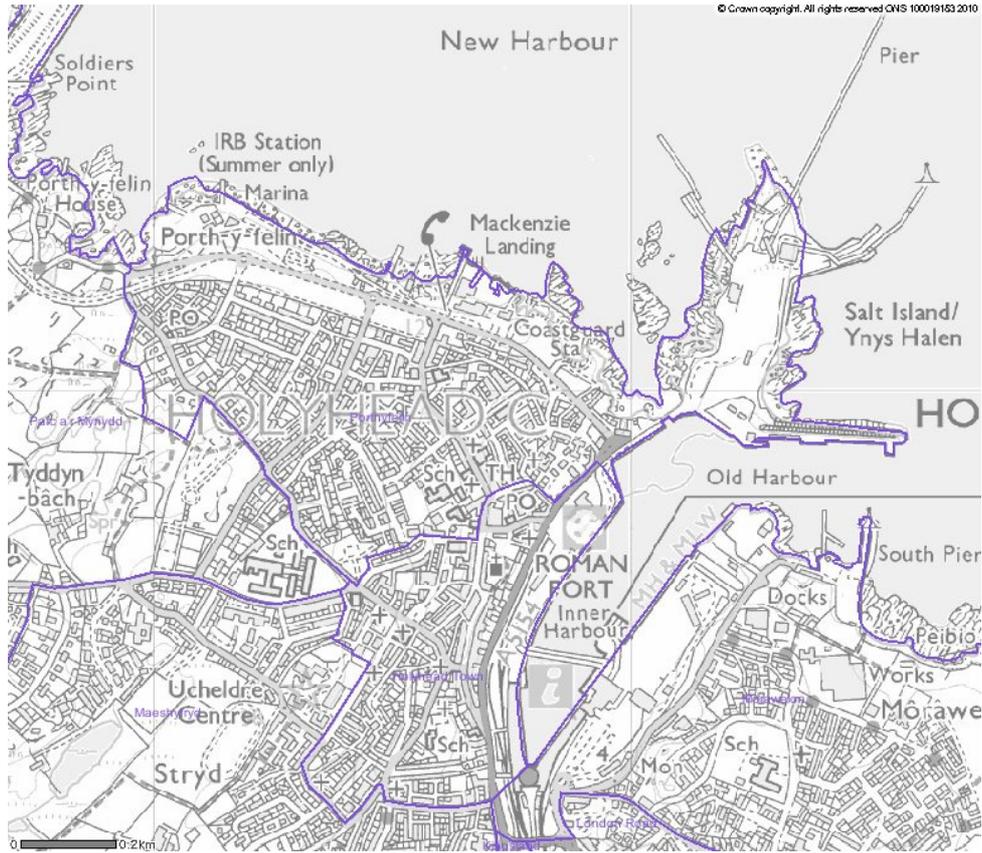
- 3.7 A profile of the use of the language on the island is also provided in the 'Proffil Iaith Ynys Môn' prepared by Menter Môn in 2006.

- 3.8 The profile paints a clear picture of the current use of the language on Anglesey and identifies the main priorities for developing the language on the Island in the future.
- 3.9 The profile identifies only a 2.15% decrease in the number of Welsh speakers on the Island since 1991.

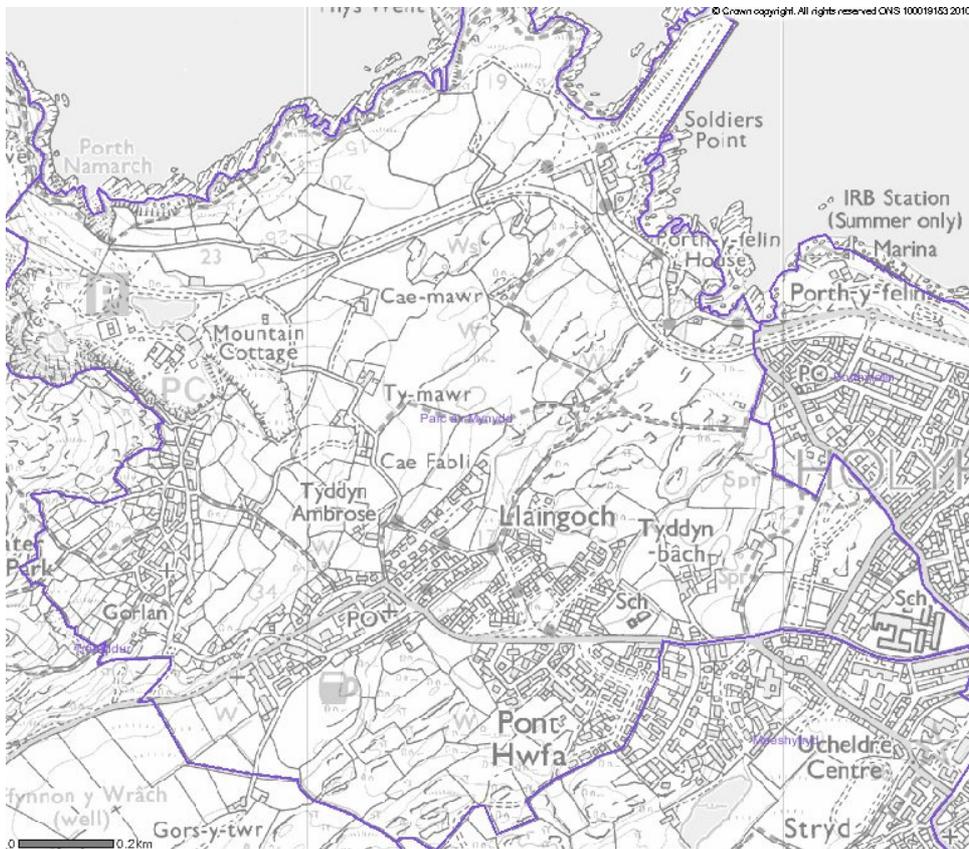
- **Caergybi, Porthyfelin and Par a'r Mynydd**

- 3.10 The proposed development site is contained within two electoral wards which includes Porth-y-felin and Parc a'r Mynydd.
- 3.11 Information regarding the population and use of the Welsh Language in both of the wards is included below with this data being compared against the data available for Anglesey and Wales. The information tables below also offers information for Holyhead.
- 3.12 In order to gain a full insight into the linguistic profile of Holyhead, two key sets of data have been used. Firstly the 2001 census results (including comparison with the 1991 results) and secondly, a linguistic profile for Holyhead's Communities First that was prepared summer 2006 by Communities first in alliance with WAG and Menter Môn.
- 3.13 Holyhead is the largest town on Anglesey, located to the West of Anglesey with the Cob in Valley linking the town with the rest of Anglesey.
- 3.14 The 2001 Census revealed a total population of 11,237 for Holyhead. This equates to 16.8% of the entire population of Anglesey.
- 3.15 Six Communities First ward areas, which is a programme supported by WAG are designated on Anglesey, four of which are located within Holyhead. Three active local community partnerships have been formed in Holyhead which include the Plas Cybi Partnership Ltd. (merger of Holyhead Town Ward Maes Hyfryd Ward), Morawelon and London Road Community Partnership (MOROLO) and Porthyfelin Community (covers the Porth-y-Felin ward)

- 3.16 These partnerships are all now established as not-for-profit limited companies and together employ over twenty staff working on a wide range of community regeneration activities. The main aim of the Communities First programme is to regenerate the most deprived areas in Wales.
- 3.17 The Communities First programme and the Government's 'Iaith Pawb' strategy both support each other with the Communities First Partnerships playing a key part in creating environments in which the use of the Welsh Language can develop and flourish within the communities (Part 14 of the Communities First Guidelines, WAG 2006).
- 3.18 The maps below identify the extent of both the Porth-y-felin and Parc a'r Mynydd electoral wards.



*Porthyfelin Ward area*



*Parc a'r Mynydd Ward area*

- **Population data**

<b>2001 census Count</b>	<b>Caergybi</b>	<b>Porthyfelin</b>	<b>Parc a'r Mynydd</b>	<b>Ynys Môn</b>
<b>All people</b>	11,237	2,304	1,145	66,823
<b>Under 16</b>		21.09%	18.77%	19.5%
<b>16-19</b>		4.78%	3.41%	4.6%
<b>20-29</b>		11.11%	11.09%	10.2%
<b>30-59</b>		39.19%	43.24%	40.7%
<b>60-74</b>		14.94%	16.25%	16.2%
<b>75+</b>		8.89%	7.25%	8.7%
<b>Mean</b>	<b>38.42</b>	<b>39.90</b>	<b>41.00</b>	<b>41.1</b>
<b>Median</b>	<b>38.00</b>	<b>39.00</b>	<b>42.00</b>	

- 3.19 The table above identifies that the population make-up of both the wards is comparable with that of Ynys Môn. Both wards have a healthy 30-59 population group while the 16-29 age group is slightly low. This is considered as being due to the lack of employment opportunities available and young people going away to University and not returning back to their roots, again due to lack of employment and housing opportunities.
- 3.20 With regards to the population of the two wards, Porth-y-Felin is a larger ward than Parc a'r Mynydd but with a similar population age structure

- **Use of the Welsh Language within the wards**

3.21 Moving on to consider the use of the Welsh Language, the table below identifies the extent of the use of the Welsh Language within the different wards of Holyhead in as identified by the 2001 Census results. The wards that cover the application site area are highlighted blue. The table also includes details for Anglesey for comparison purposes.

Count	Holyhead Town	Morawelon	London Road	Porth -y- felin	Maes hyfryd	Kings land	Parc a'r Mynydd	Ynys Môn
All People Aged 3 and Over	1043	1491	1433	2229	2135	1374	1108	64,679
Understands spoken Welsh only	154 14.8%	239 16%	240 16.7%	370 16.6 %	340 15.9 %	218 15.8 %	181 16.3%	5,649 8.73%
Speaks Welsh only	91 8.7%	160 10.7%	147 10.2%	242 10.8 %	181 8.5%	110 8%	90 8.1%	4,135 6.39%
Reads and writes Welsh	38 3.6%	46 3%	76 5.3%	125 5.6%	94 4.4%	53 3.8%	59 5.3%	
Reads, speaks and writes Welsh	314 30.1%	461 30.9%	514 35.8%	644 28.9 %	654 30.6 %	492 35.8 %	440 39.7%	32,672 50.51%
A mix of other skills in Welsh	39 3.7%	39 2.6%	37 2.6%	72 3.2%	62 2.9%	39 2.8%	30 2.7%	1,176 1.82%
No knowledge of Welsh	407 39.0%	546 36.6%	419 29.2%	776 34.8 %	804 37.7 %	462 33.6 %	308 27.8%	19,145 29.60%

3.22 Reviewing the table above it can be confirmed that Holyhead does not reflect the Welshness that can be identified on Anglesey. In terms of the number of people who can read, speak and write through the medium of Welsh, the figure for the population of Holyhead is significantly lower than that for Anglesey. Also the number of people who has no knowledge at all of Welsh is significant with the Porth-y-Felin ward.

3.23 The table below identifies the number of people in Holyhead that has been born in Wales. The table identifies that approximately 75% of the total population of both wards have been born in Wales.

Wards	Total Population	Born in Wales
Porth-y-Felin	2303	1804 - 78.2%
Morawelon	1554	1199 - 77.1%
Ffordd Llundain	1497	1163 - 77.6%
Canol y dref	1074	743 - 69.2%
Maeshyfyd	2214	1638 - 74%
Kingsland	1442	1069 - 74%
Parc a'r Mynydd	1145	885 - 77%
<b>Total</b>	<b>11,229</b>	<b>8501 - 75.7%</b>

3.24 The wards that cover the application site area are the two wards that have the highest proportion of the population born in Wales. However comparing this high proportion of people born in Wales with the percentage of people who can speak, read and write it can be concluded that Holyhead is not a place where the language is transferred from generation to generation naturally.

3.25 The above profile has provided a clear view of the population make up of both Holyhead and the two wards that cover the application site. Further statistical data are included under the relevant assessment criteria contained in Section 5 of this statement.

## 4. **Planning Policy Framework**

4.1 This section of the statement aims to outline the relevant planning policy framework that underpins the need for developers to consider the potential impact of developments on the use of the Welsh Language.

### - **National Planning Policy**

#### o **Planning Policy Wales (PPW) Edition 3 (2010)**

4.2 Planning Policy Wales (PPW) sets out the land-use planning policies of the Welsh Assembly Government and is supplemented by a series of Technical Advice Notes (TANs).

4.3 Planning Policy Wales (PPW) refers at section 4.12 to the planning system's role in supporting the Welsh Language. Paragraph 4.12.1 identifies that;

*'The Welsh Language is part of the social and cultural fabric of Wales. The Welsh Assembly Government is committed to ensuring that the Welsh language is supported and encouraged to flourish as a language of many communities all over Wales. 'Iaith Pawb: A National Action Plan for a Bilingual Wales' sets out how the Welsh Assembly Government intends to achieve its goal of revitalising the Welsh language and creating a bilingual Wales. The future well-being of the language across the whole of Wales will depend on a wide range of factors, particularly education, demographic change, community activities and a sound economic base to maintain thriving sustainable communities. 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 well being'.*

4.4 Paragraph 4.12.3 of PPW, however, emphasises that planning policies should *'not seek to introduce any element of discrimination between individuals on the basis of their linguistic ability, and should not seek to control housing occupancy on linguistic grounds'.*

4.5 The relevant planning policy framework relating to the proposed development is set out in detail in the supporting documents that has been submitted as part of the application. It is not intended to repeat those matters here.

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

4.6 Technical Advice Note 20 '*Planning and the Welsh Language*' indicates how Local Planning Authorities should address the Welsh Language when they are producing plans or making planning decisions. The Local Planning Authority should consider the needs and welfare of the Welsh language, and in so doing, contribute to its well-being. The language is therefore, unquestionably, a material planning consideration.

- **Wales Spatial Plan (2008 update version)**

4.7 The Wales Spatial Plan was ratified by the Welsh Assembly on 17<sup>th</sup> November 2004 with an updated version published in 2008 to reflect the progress made since its publication.

4.8 It is identified that 'The Wales Spatial Plan' would play a key part in delivering the priorities set out in 'One Wales'.

4.9 The aim of the plan is for a dynamic and prosperous and inclusive Wales, where the heritage and environment are valued and where we work together to achieve sustainable futures for communities across Wales.

4.10 The principle objective and challenge of the plan is to ensure that development is sustainable. It is identified that Sustainable Development is about improving wellbeing and quality of life by integrating social, economic and environmental objectives in the context of more efficient use of natural resources.

4.11 The Plan identifies that its general principles for new housing growth are: it should be linked to public transport nodes, including walking and cycling

networks; it should take account of environmental constraints, including flood risk; and it should meet high standards of energy efficiency.

4.12 In terms of the economy, the Plan identifies that ‘New employment sites need to be well-related to property development and should be location near public transport and close to housing and infrastructure’.

4.13 It is considered that the proposal accords to the objectives of the Wales Spatial Plan through providing the opportunity to live in good quality housing.

- **laith Pawb: A National Action Plan for a Bilingual Wales**

4.14 ‘laith Pawb: A National Action Plan for a Bilingual Wales’ sets out how the Welsh Assembly Government intends to achieve its goal of revitalising the Welsh language and creating a bilingual Wales.

4.15 The Action Plan identifies that in terms of the use of the language at community level, two distinct patterns of use can be identified.

4.16 It is identified that the state of the language in communities where it was spoken by over 70% of the local population aged 3 years and over in 1991 is worthy of particular attention.

4.17 These are communities where the density of Welsh speakers means that the language is more likely to be spoken in social, leisure and business activities and not confined to the home, chapel and school. In these areas, Welsh is a living, everyday language, spoken, heard and seen in the community; it is part of the fabric of the community. Censuses and surveys over recent decades have shown a continuing decline in the number of communities where more than 70% of the population speak Welsh. Continuing decline could arguably threaten the existence of the Welsh language since it would no longer have a natural environment in which it was spoken as a matter of course in the range of social contexts.

- 4.18 In contrast, in communities in hitherto overwhelmingly non-Welsh speaking areas (notably Cardiff, Deeside and several communities in north-east and south-east Wales), recent trends suggest that the Welsh language has advanced, since there is evidence of a small growth in the total number of Welsh speakers.
- 4.19 This advance is probably linked to the expansion in the provision in these areas of Welsh medium education since the age profile breakdowns of census and survey results reveal substantial growth in the number of school age children speaking Welsh. Whilst the growth in these areas has been modest, it has been encouraging. Nevertheless, the numbers speaking Welsh remain low in relation to the overall local population and despite apparent advances in ability to speak the language, in terms of usage, Welsh is clearly far from being the everyday language of the wider community in these areas.
- 4.20 The Profile also identifies that there has been contrasting trends amongst different age groups.
- 4.21 The percentage of Welsh speakers among age groups up to 15 years of age has risen quite significantly since 1971. The rate of increase for the next age group, 15-24 years, is not so marked but there have been continued significant decreases in the percentages of Welsh speakers among older age groups.
- 4.22 The Profile identifies that the increases in reported Welsh-speaking among the school age groups probably owe much to educational developments. There has been considerable surge in the demand for and supply of bilingual and Welsh medium education over the last 20 years, particularly in the more anglicised parts of Wales.
- 4.23 The decline of Welsh speakers among older age groups has been attributed to several factors, but prominent among those cited are the problems of the rural economy and the attractiveness of the localities, including the price of housing, in the heartland areas of the language.

- 4.24 A lack of economic and social opportunities for younger, economically active local born people has led to outward migration from the rural areas where the language is strongest. Many of those leaving would be Welsh speakers. Conversely, there has been an inward migration of generally non-Welsh speaking adults retiring or buying homes in these areas.
- 4.25 The result of these trends is that as the older Welsh-speaking people die they have not been replaced (in terms of the Welsh-speaking profile) in similar numbers from the generations immediately following. The rate of decline among the age group 25-44 is particularly worrying. This is a socially influential group comprising parents, key workers and dynamic players within communities. It is this group, above all others, which forms and sustains the main social networks within communities.
- 4.26 The 25-44 age group would include the parents of children who may have the chance to learn and speak Welsh in school. If those parents do not also speak Welsh, their children may have very limited opportunity to use the language at home and may lose the ability to speak Welsh once they leave full-time education. A language which is confined to the educational sector is not a living language.
- 4.27 The following targets are set out in the plan and are to be achieved by 2011;
- *the percentage of people in Wales able to speak Welsh has increased by 5 percentage points from the figure which emerges from the census of 2001 (\*);*
  - *the decline in the number of communities where Welsh is spoken by over 70% of the population is arrested;*
  - *the percentage of children receiving Welsh medium pre-school education has increased;*
  - *the percentage of families where Welsh is the principal language of conversation/communication between adults and children at home has increased;*

- *more services, by public, private and voluntary organisations are able to be delivered through the medium of Welsh.*

4.28 Also, the profile identifies that WAG also aims to bring about an increase in the use and visibility of the Welsh language in all aspects of everyday life, including work, leisure and social activities.

- Economic development

4.29 The strategy recognises that economic growth is not sustainable where the interests of the environment and our established communities are disregarded. The strategy identifies key drivers of the economy, such as innovation, entrepreneurship, skills development and promoting information and communication technologies, and there are a range of programmes in place for promoting these throughout Wales. Welsh-speaking communities would benefit from the economic and employment opportunities that business development would bring to the local population.

- Tourism

4.30 The strategy also identifies that tourism is an important industry in Wales in terms of the jobs it provides, the revenue it brings in and communities it helps to sustain.

4.31 In addition it is identified that a large number of Welsh-speaking communities throughout the country depend heavily upon tourism for their economic life-blood.

4.32 The strategy identifies that, in terms of the Welsh language, the promotion of tourism should:

- *Be done in a way which is sensitive to the needs of the communities which we hope will benefit from the influx of visitors. The Welsh language is a key factor to be taken into account –as a potential attraction in its*

*own right and to maximise opportunities to promote and encourage use of the language throughout the tourism industry.*

- *The Welsh language is a powerful lead into other cultural and social aspects that makes the tourism product on offer in Wales so distinctive and provides competitive advantage over other parts of the UK. The WTB is developing its 'Sense of Place' toolkit, as part of its cultural tourism strategy. This will involve finding and disseminating best practice to tourism operators on how to create a sense of place, and how to sustain and exploit it – and the Welsh language and Wales' bilingual culture will be integral parts of this. The WTB is also exploring with the various players involved in cultural tourism such as the Arts Council of Wales, the National Museums and Galleries of Wales and the National Eisteddfod how different products might best be marketed.*
- *The WTB is also working with attraction operators in the private sector to provide Welsh medium interpretation and tour guides and to develop a database of accommodation establishments where Welsh is spoken and where speakers and learners will be able to use the language.*

- **Local Planning Policy**

4.33 The adopted development plan includes the adopted Ynys Môn Local Plan (1996), the Gwynedd Structure Plan (1993).

4.34 The stopped UDP, although not an adopted policy document, is used for development control purposes, and can be given weight as a material consideration.

○ **Ynys Mon Local Plan (1996)**

4.35 The adopted Ynys Môn Local Plan identifies that the impact of developments on the Welsh Language needs to be a planning consideration. Policy 1 of the Plan states that:

*“The Council will determine planning applications in accordance with policies and proposals in this plan. In considering planning applications, the Council will take account:-*

- *The needs and interest of the Welsh Language”*

4.36 The Plan’s housing development criteria also pays due regard to the need for housing developments to protect the Welsh Language with Policy 48 stating that:

*Planning permission for new houses will be granted where proposals satisfactorily take into account:*

- *The needs and interest of the Welsh Language”*

4.37 It is recognised within the Ynys Môn Local Plan that the Welsh Language is an important part of community life within a settlement and that any development permitted should not have an impact on the Welsh language.

- o **Gwynedd Structure Plan (1993)**

4.38 Policy A3 of the Gwynedd Structure Plan provides policy criteria for taking the Welsh Language into account as a material consideration in determining planning application. The policy states that;

*“The scale and phasing of new development will be expected to take account, as and where appropriate, of the following factors:*

- *The needs and interest of the Welsh Language”*

4.39 Strategic Policy 5 of the Gwynedd Structure Plan 1993 states that:

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

- **Stopped Unitary Development Plan (2001)**

4.40 The stopped Ynys Mon Unitary Development Plan takes into account the advice contained regarding the Welsh language as set out in PPW and TAN 20.

4.41 Policy PO3 of the stopped Unitary Development Plan states that:

*“The Welsh Language and Culture will be promoted and protected by permitting developments which help strengthen those communities where the Welsh language is part of the social fabric of the community and refusing development that would be likely to be harmful to the Welsh language situation in the community”.*

- **Supplementary Planning Guidance: Planning and the Welsh Language – September 2007**

4.42 The SPG has been produced to advice on important issues relating to planning and the Welsh language. It provides guidance on how the Local Planning Authority would take into account the well-being of the Welsh Language in the development process and the supporting information that may be required to allow an adequate assessment of individual planning applications.

4.43 The Guidance identifies all of Anglesey as a Language Sensitive Area. A Language Sensitive Area is defined as having 25% or more of their Community Council areas speak Welsh, based on the 2001 Census.

4.44 Paragraph 3.3 identifies that it is recognised that for a community to survive it has to adapt to the changing world, not least of these is economic activity. Employment, leisure and life-style characteristics change both generally and locally. Each authority would have policies aimed at encouraging and controlling economic development within its area. The amount, location and phasing of housing is a key consideration. Local populations also have regeneration aspirations that need to be pursued otherwise the area may become less attractive to the very people whose linguistic characteristics create the current linguistic profile. 'No change' is not an option the planning system can provide anywhere as the society and community itself is changing and ageing as a result of wider trends.

4.45 The Planning Service has identified the following development thresholds as requiring a fuller linguistic impact assessment when an application is submitted:

**a) Residential**

***Main Centres (Amlwch, Llangefni, Holyhead)***

*Housing development involving more than 50 dwellings*

***Secondary Centres***

*Housing development involving more than 25 dwellings*

***Villages***

*Housing development involving more than 5 dwellings\**

*The council may however require linguistic impact information, for developments beneath these thresholds, if the cumulative effect of development proposals is becoming a concern in any given area.*

**b) Employment**

*Employment generating proposals involving more than*

*Land – 2 hectares or more.*

*Jobs created – 50 or more jobs.*

**c) Tourism**

*Proposals which trigger the environmental impact assessment regulations should also include linguistic impact assessment.*

**d) Other Developments/Projects**

*Advice will be given by the Authority on a case by case basis but will be based on:*

- a) provide for significantly more than local needs, on their own or cumulatively*
- b) are relatively large in comparison with local market demand*
- c) will attract a relatively significant influx of non Welsh speakers*
- d) provide for the continuation of past trends which are known to be detrimentally affect the well being of the language.*

4.46 The proposed development falls into a number of the above thresholds.

## 5. Language Impact Assessment

5.1 The approach adopted for this Language Impact Assessment is a response to the questions set out in Appendix 4 of 'Planning and the Welsh Language – the way ahead' as identified within Anglesey Council's Supplementary Planning Guidance (SPG) 'Planning and the Welsh Language'.

5.2 The SPG reflects the Council's objectives in terms of its Language policy and can contribute to the work of Anglesey's Community Strategy 'Improving Anglesey Life' that aims to:

*“support fully bi-lingual communities in which the Welsh Language, culture and heritage can flourish and prosper”..*

5.3 Appendix 4 of the SPG identifies that the purpose of the Linguistic Impact Assessment methodology is to enable Local Planning Authorities to make assessments of the potential impacts of a development on a local community in general and on the Welsh language in particular. A Linguistic Impact Assessment is essentially a process of assessing the probably future impacts of its various components and policies, and of the cumulative effects of the whole and elements of an application or policy, on a range of community attributes.

5.4 The following assessment assesses the likely impact of the proposed Holyhead Waterfront development proposal against five key aspects of community life which include:

- a) Population (levels and the characteristics of that population);
- b) Quality of life (therefore providing the impetus for people to remain, leave or move to the community);
- c) The economy (affecting employment opportunities for different groups as well as the cost of living and, more specifically, the cost of housing);
- d) Infrastructure (needed to sustain the community, particularly schools, health care and essential services);

e) The social and cultural life of the community (expressed through the viability of cultural institutions, particularly those affecting younger people).

5.5 Each assessment has been scored with a score of either +1, -1 and 0 which translates to a positive, negative or neutral score.

5.6 The next section of the assessment responds to the questions set out in Appendix 4 of the adopted SPG.

## **Population Characteristics**

**1. Is the policy/plan/programme/project likely to lead to a population increase/decrease that might:**

- **Affect the balance of Welsh/English speakers in any way?**
- **Lead to an absolute or partial deterioration in the number of Welsh speakers?**

### ***a) Overall Assessment***

The proposed development would either stabilise the existing population levels of Holyhead or would lead to an increase in the total population of Holyhead through the additional offer of attractive residential accommodation (long-term population increase), employment opportunities (long-term population increase) and enhanced maritime and leisure attractions (short-term population increase).

Comparing the results of the 1991 and 2001 census results for Holyhead reveals a slight decrease in the total population between 1991 and 2001. An annual percentage change of -0.48% has been experienced.

In terms of employment, Anglesey has recently suffered a major decline in attractive and long-term jobs. This has been felt in Holyhead more than any other area of the Island through the loss of major employers such as Anglesey Aluminium and Eaton Electric. It is therefore essential, in order to stem out-migration, that Anglesey is able to offer an increase in both attractive and long term job opportunities. The proposed development would undoubtedly lead to the provision of a range of employment opportunities including marine and leisure related jobs that would both offer part-time and many skilled full-time opportunities. The proposal would also in the short-term offer a large number of construction jobs.

Household surveys carried out in other areas of Anglesey, including on new housing developments in the town of Llangefni, indicate that new housing developments can attract a large proportion of local, Welsh speaking persons.

The form of mixed-use housing development proposed at Holyhead is not currently evident on Anglesey. However, details of the type of people that have moved into the recently constructed Doc Fictoria (Victoria Dock) residential apartments at Caernarfon, Gwynedd reveal that approximately 80% of the residents are local people (statistics sourced from Watkin Jones Group Ltd). It is considered that the proposed scheme, and in particular the residential element of the proposal at Holyhead, is broadly comparable with the Victoria Dock development. The Victoria Dock development is located around the historic dockside of Caernarfon and offers new homes, bars and bistros, cafés and restaurants, an award winning arts centre, a maritime museum and an attractive range of shops and stores. This balance has regenerated the area without any discernible impact on the cultural or linguistic integrity of Caernarfon.

It is considered that the proposed development would also result in a similar pattern of in-migration as the new housing opportunities would be located in close proximity to both employment and leisure opportunities.

The effect of the population increase on the language as part of the social fabric of a community is likely to be neutral or positive with any increase in non-Welsh speaking incomers being balanced by local people (who would otherwise be forced to move away due to unattractive and limited living and working conditions) being able to stay within their native communities due to the enhanced offer of residential, leisure and employment opportunities. The development would ensure that Holyhead is viewed as an attractive location as a place of either permanent residence or as a second home location.

Comparing the proposed development again with the recently constructed Victoria Dock development, the Victoria Dock development created a total of 101 full time employment opportunities and 88 part time opportunities (statistics sourced from Watkin Jones Group Ltd). Again the proposed development at Holyhead Waterfront is comparable with the Victoria Doc development as it proposed to offer a similar type of development that would consist of residential, leisure and marine related forms of developments.

The development complies fully with the aims of national and local planning policy, given that economic development is located in close proximity to residential developments.

Although the leisure element of the development would attract a proportion of non-Welsh speakers to the area, this is more of a temporary effect on the language rather than a permanent effect but would ensure that Holyhead in terms of its tourism offer is able to be branded as a top class marine related leisure destination which would have duplicate economic and social impacts for Holyhead as a tourism destination including securing existing jobs and services provision.

***b) Previous evidence (local, national case studies drawing on the UK Census for 1991 and 2001)***

In addition to the previous evidence referred to above and the reference made to the review of a recent assessment prepared for a proposed residential development in Llangefni which included the results of householder surveys carried out on two recently completed housing estates at Llangefni which included Bro Caerwyn (completed 2003/2004) and Pen Derwydd (completed April 2003). The surveys were carried out during May 2007.

The results of the housing surveys carried out at Bro Caerwyn Estate in Llangefni identified that from the 27 new householders questioned a total of 26 of the residents identified themselves as being Welsh Speaking households.

Similar results were unveiled at Pen Derwydd estate, where out of a total of 31 of the new householders surveyed, 85% identified themselves as being Welsh Families and of these 89% were able to speak the language.

At both estates, householders were questioned on why they purchased a house in Llangefni and the results included the following responses:

- Convenient
- Close to Work
- Central Location
- Convenient Welsh Locality

We consider that the proposed regeneration scheme at Holyhead Waterfront is comparable with the above as it would appear attractive for similar reasons as those identified above that mainly being the offer of both residential and employment opportunities in close proximity to each other.

The proposed development would be conveniently located and central to employment opportunities as well as conveniently located for access to local amenities including the enhanced leisure opportunities that would be offered by the scheme. The development would appear particularly attractive for people who wish to work close to their homes, in particular therefore young families.

Residents at both Pen Derwydd and Bro Caerwyn were also questioned about where they lived prior to moving to these estates and the results revealed that the majority moved from other locations on Anglesey including Cemaes, Bodffordd, Rhosmeirch, Gaerwen, Llanfairpwll, Menai Bridge, Rhostrehwfa, Llanrhuddlad and Llangristiolus.

More recent householder surveys have been carried out during 2008 on 5 housing estates located within Caergeiliog (Tre Ifan, Ty'n Rhos, Gerlan, The Poplars and Zealand Park) with a total of 68 properties surveyed. The results were used to assess the impact of a proposed residential development at Tre Ifan on the Welsh Language.

A total of 58 responses were obtained. A summary of the results included:

- 39 (67%) of the householders were able to speak Welsh and;
- 45 (78%) of these householders could understand Welsh.

45 (78%) of the households had previously lived on Anglesey and of these 33 (73%) were Welsh Speaking with an additional household speaking a little Welsh and 6 other understanding Welsh.

28 of these households had moved from within Caergeiliog, Valley or Holyhead whilst the majority of the remainder had moved from settlements located along the A55 corridor or within a 10km radius of the village.

The survey results identified above offers a clear understanding of the types of people likely to move into the proposed development and the likelihood of them being Welsh speaking.

**c) Overall impact of development on the Community as a whole:**

Neutral (0)

**d) How might any negative impact be mitigated or any positive impact enhanced?**

- Encourage employees to advertise jobs locally in the first instance and where the necessary skills do not exist locally to explore means of educating potential employees;
- Encourage business that move into the development to have a Welsh language policy regarding the provision of public services and internal administration;
- Ensure that local employers and new firms moving into the development are offered ample information with regards to the opportunities available to learn the Welsh language;
- Offer residents of the residential development information packs upon occupancy which includes information on opportunities to learn the language as well as opportunities to practice the use of the language at local based community events;
- Use events that would be attracted to Holyhead Waterfront due to the boat launching facilities to raise the profile of the Welsh language in a creative way as an element of cultural tourism (Visit Wales – a sense of place).

In terms of ensuring that new comers have access to means of learning the Welsh language, the following social activities are already in place to help safeguard and promote the use of the language on Anglesey.

‘Menter Iaith’ has been developed on the Island which is an organisation which supports communities to improve and increase the use of the Welsh Language.

Menter Iaith offers support for individuals, organisations and businesses and also arranges events to increase the profile of the Welsh Language. In terms of children and young people, the main objective of Menter Iaith is to ensure that children gain the opportunity to socialise through the medium of Welsh.

Menter Iaith works in partnership with TWF, Mudiad Ysgolion Meithrin, Yr Urdd and Young Farmers to achieve this objective.

Although Menter Iaith appreciate that children on Anglesey are taught in bilingual schools they identify that it is important to extend on this education and to offer the opportunity for children and young people access to develop their language skills outside of the class room. They identify in some areas that more than 95% of pupils in bilingual schools come from non-Welsh homes. Therefore creating social opportunities through the medium of Welsh is essential to normalise the language within young people.

Such opportunities include Bocswm, TIM (*A theatre which allows children and young people to perform and learn theatre skills within a Welsh atmosphere*) and Monallu (*The opportunity for students studying at Universities based in Wales to gain work experience with a local employer*).

The Boston Stage Centre in Holyhead is open to the public daily and offers a range of events and activities including dance classes, Weight Watchers, Drama Club etc.

The Ucheldre Centre is an arts and events centre which offers a range of events including musical concerts, art displays and workshops. Many of the events held at the centre are bilingual events including frequent Welsh music events staged.

In terms of learners, Menter Iaith identifies that it is crucial to support learners of the Welsh language within the community. Menter Iaith therefore organises events that offer the opportunity for learners of the language to be able to practice using the language.

The Assimilating Newcomers Scheme is run by Menter Môn in partnership with the Welsh Language Board, the Isle of Anglesey County Council and the Welsh for Adults Centre.

As part of the scheme, newcomers to the area are contacted and welcomed by 'Community Facilitators' providing useful information about the area and the important role of the Welsh language in everyday life on Anglesey.

This scheme aims to raise newcomers' awareness about the linguistic nature of Anglesey – something they might not have considered before. The scheme aims to provide an opportunity for newcomers to integrate fully, learn about their new area, its history and people by introducing the importance of the language almost immediately to them. It is considered that this might then lead them to understand and appreciate these elements and maybe go on to learn Welsh.

The following Welsh classes are also organised at different locations within Holyhead:

- Rhannu Rhigwm (story telling through the medium of Welsh) – Holyhead library - Every Thursday 1.30 – 2.30pm;
- A cuppa and a chat – Jumping Jacks, Holyhead – 16.00 – 17.00 Second Wednesday of every month and Ucheldre Centre – 10.30am Fourth Wednesday of every month.

In terms of the formal Adult courses that are available to learn Welsh the University of Wales Bangor have regular courses at Holyhead which include entry level, level 1 and level 2 courses.

**2. Is the policy/plan/programme/project likely to lead to increased in-migration?**

- **Might result in a permanent increase in the proportion of non-Welsh speaking households?**
- **Would the change be permanent or temporary**

**a) Overall Assessment**

In addition to the points identified in our response to question 1, the development would lead to an increase in in-migration as the development would offer a range of attractive new residential opportunities.

As identified in question 1 it is considered that a large proportion of the newcomers would be local and Welsh speaking. However, obviously a proportion of the incomers would also include non-Welsh speaking households with this change being permanent.

It is, therefore, considered that the negative impacts of the in-migration of non-Welsh speaking households would be balanced out by the positive impacts that would be brought about by the development including the additional attractive leisure opportunities, open space and employment opportunities that would be created by the development.

A range of housing types are proposed, including apartments and family type dwellings. It is considered that the proposed house types and sizes would be suitable for young families and key workers and would contribute to ensuring that the proposed development has a positive effect on the Welsh Language as they either would already be able to speak the language or would be keen to learn.

Also, as identified in question 1, a large proportion of the dwellings would appear attractive to young people and families that are keen to move back to Holyhead are already able to speak the language.

Attracting young families into Holyhead would also help ensure positive future pupil numbers at the local Primary Schools as well as promote and safeguard attendance

at local clubs and society's (details of local clubs and society's are identified in questions 13 and 18).

In terms of the leisure element of the proposed development, visitors would only come to the area to use the facilities on a short term basis which would not result in a permanent impact on population levels or on the use of the Welsh language. However, the additional short-term in-migration would help to secure the future of existing local businesses and services provision.

***b) Previous evidence (local, national case studies drawing on the UK Census for 1991 and 2001)***

Referring again to the Victoria Doc development at Caernarfon and the results included in question 1 of the type of people that have moved into the development, it was revealed that 80% of the residents were local people. Again, to reaffirm, it is considered that the proposed development would attract a similar population that would safeguard the use of the language.

Census results included in question 1 revealed that the total population of Holyhead declined between 1991 and 2001. It is considered that those contributors to the decrease in the total population include a lack of attractive employment and housing opportunities. The proposed development has the potential to reverse this trend by offering both attractive residential and employment opportunities.

***c) Overall impact of development on the Community as a whole:***

Neutral (0)

***d) How might any negative impact be mitigated or any positive impact be enhanced?***

See answer to 1 d) above.

### **3. Is the policy/plan/programme/project likely to lead to increased out-migration?**

- Is the process of out-migration likely to result in a loss of Welsh speaking households?
- Would the change be permanent or temporary?

#### **a) Assessment**

It is highly unlikely that the proposed development is likely to lead to increased out-migration. On the contrary, it would ensure that young people who are looking to purchase their own home within the community in which they have been brought up are offered an adequate range and choice of new housing opportunities.

New housing is a principal component of the Holyhead scheme. Additionally, the development would release some of the existing housing stock as local residents move into the proposed development, making it easier for local people to get on the housing ladder.

It is important to ensure that young people are able to stay within their native communities, and especially being able to return to their native communities after completing their further education, but for this to happen housing and employment opportunities must be available. As a result of the proposed development, young people would be able to be offered attractive housing and employment opportunities and thus be able to contribute positively and proactively towards the wellbeing and future vitality of the community. The impact of this can only be positive.

#### **b) Previous evidence (local, national case studies drawing on the UK Census for 1991 and 2001)**

Census results included in question 1 revealed that the total population of Holyhead declined between 1991 and 2001. It is considered that contributors to this decrease in the total population comprise a lack of attractive employment and housing opportunities. The proposed development has the potential to reverse this trend by offering both attractive residential and employment opportunities.

**c) Overall impact of development on the Community as a whole:**

Positive (1.0)

**d) How might any negative impact be mitigated or any positive impact be enhanced?**

See answer to 1 d) above.

**4. Is the policy/plan/programme/project likely to lead to a changing age structure of the community? Might it:**

- **Lead to young/middle-aged/older Welsh speaking people leaving/moving into the area, leading to**
- **Changes to traditional activity patterns, resulting in an increased desire to move away?**
- **Social tensions/break/up of traditional social networks?**

**a) Assessment**

The latest age structure for the two wards that cover the application site is included below ( 2001 Census results).

<b>Caergybi</b>	<b>Caergybi</b>	<b>Parc a'r Mynydd</b>	<b>Porth-y-Felin</b>	<b>Isle of Anglesey</b>	<b>Wales</b>
<b>All People</b>	<b>11,237</b>	<b>1,145</b>	<b>2,309</b>	<b>66,829</b>	<b>2,903,085</b>
People aged 0-4		5.50	5.03	5.4	5.78
People aged 5-7		3.93	4.08	3.66	3.73
People aged 8-9		2.79	3.34	2.61	2.66
People aged 10-14		5.41	7.03	6.6	6.75
People aged 15		1.14	1.61	1.21	1.31
People aged 16-17		2.27	2.39	2.56	2.59
People aged 18-19		1.14	2.39	2.06	2.46
People aged 20-24		5.24	4.99	4.95	5.84
People aged 25-29		5.85	6.12	5.3	5.73
People aged 30-44		29.83	19.62	19.29	20.87
People aged 45-59		23.41	19.57	21.43	19.62
People aged 60-64		5.68	5.56	6.07	5.27
People aged 65-74		10.57	9.38	10.12	9.1
People aged 75-84		6.11	6.77	6.46	6.28

People aged 85-89		0.70	1.43	1.52	1.34
People aged 90 and over		0.44	0.67	0.75	0.67
Mean age of population in the area	38.42	41.00	39.90	41.08	39.5
Median age of population in the area	38.00	42.00	39.00	42.00	39

The above data identifies that the two wards currently have a fairly balanced age structure which is comparable with the current age structure of both Anglesey and Wales. The two wards have a greater number of population aged between 30-59 which is reflective of the general population structure of Anglesey and Wales.

Typically, the 30 to 44 age group include couples wanting to settle down to have children, or include young families. It is considered that this mixed-use development would appear attractive to this age group as the development offers accommodation which is located in an attractive location which includes the offer of both leisure and employment opportunities.

In addition, it is considered that the employment element of the proposed development would help ensure that the 16 – 30 age group is able to increase as the development would offer attractive employment opportunities that would help ensure that young people come back to the Island to seek work after completion of higher education.

Having a healthy 16-30 age group is key for a community such as Holyhead to ensure that it remains prosperous and that clubs and society's such as the Urdd, Youth Club etc. are further developed as well as for the number of pupils in the local primary and secondary school to remain healthy. Such clubs are key to promoting the use of the Welsh language and to promote cultures and traditions linked with the Welsh language.

It is considered that the proposal would not result in a desire to move away and, to the contrary would ensure that young people and families are offered an attractive range of housing and employment opportunities within their native communities. As a

result they would be able to live close to their families and be able to contribute towards the local community e.g. young children being able to participate in the Urdd, Youth Club etc.

As such it is considered that the development would help balance the age structure of the population make-up of the two electoral wards that cover the application site and help safeguard traditional activity patterns.

***b) Previous evidence (local/national case studies drawings on the UK Censuses 1991 and 2001)***

Refer to the 2001 census data provided above.

***c) Impact of development on community as a whole***

Positive (1.0)

***d) How might any negative impact be mitigated or positive impact enhanced?***

See 1 d) above

## **Quality of life**

### **5. Is the policy/plan/programme/project likely to have an impact on the health of local people?**

- **Increase the risk of illness therefore reducing the desirability to live in the community?**
- **Potentially make life more expensive, therefore increasing the risk of financial problems/stress of the local Welsh speaking population**

#### ***a) Assessment***

Based on the presumption made that the development is either not likely to result in any change to the age structure of the community or help balance the age structure by attracting the under 30 age group back to their native community, it is not likely that the development would affect the health of the local population.

The proposed development aims to offer access to attractive and enhanced residential, leisure and employment opportunities that would ensure that the local population is able to thrive and be able to be offered suitable and attractive living opportunities.

In particular the proposal aims to offer the following development components that would ensure that Holyhead is a more desirable place to live:

- Affordable inclusive sailing and education facilities for the local population and visitors;
- Improved access and permeability of the natural and manmade coastline;
- A catalyst for development, investment and job creation.

It is, therefore, highly unlikely that the development would make life more expensive and therefore increase the risk of financial problems/stress of the local Welsh speaking population.

To the contrary as the development would offer attractive residential and employment opportunities for local people as well as a range of opportunities for

leisure and marine-related activities it is considered that this would have a positive impact on the health of the local people and therefore increase the desirability to live in the community.

It is considered that the development would contribute towards creating or increasing the level of pride that the local community would have in their home area, and could also help local people to stay in the area due to the enhancement of local services and facilities including long-term employment opportunities.

There is also no reason to suggest that the development has the potential to increase the cost of living in the area and, therefore, increase the risk of financial problems/pressure on local Welsh speaking residents. The creation of long-term local jobs, training opportunities and opportunities to gain new qualifications is likely to reduce financial problems rather than increase them.

It is, therefore, not considered that permitting the proposal would reduce the desirability to live in the community. The proposal offers a high quality form of development that would have a positive impact on the health of the local people.

***b) Previous evidence (local studies or Index of Deprivation)***

The Welsh Index of Multiple Deprivation 2008 identifies that Porth-y-felin ward has a score of 41.6, which is ranked 204<sup>th</sup> place out of 1896 wards in Wales. This Lower Level Super Output Area was placed in the 10-20% most deprived category in Wales.

It is, therefore, recognised that something needs to be done to improve the overall wellbeing of the Porth-y-Felin ward and essential that new forms of development are attracted to the area in order to ensure the offer of attractive residential, employment and leisure opportunities.

The Holyhead Forward Strategy also recognises that '*housing has a critical and central role to play in regeneration and in improving people's lives and wellbeing*'.

**b) Impact of the development on the community as a whole**

Positive (1.0)

**d) How might any negative impact be mitigated or any positive impact enhanced?**

- Ensure that the development offers affordable leisure opportunities;
- Encourage employees to advertise jobs locally in the first instance and where the necessary skills do not exist locally to explore means of educating potential employees to ensure prosperity and well-being for the existing local population.

**6. Is the project likely to have an impact on the amenity of the area? Might it:**

- **Deteriorate the environmental quality, therefore reducing the desirability to live in the community?**

**a) Assessment**

The proposal offers a Masterplan for Holyhead Waterfront that would contribute to the development of a sustainable community and complement and enhance the existing town of Holyhead. In addition, it would retain the natural beauty of the coastal environment to the north-west of the town.

To summarise again in terms of enhancing the amenity of the area the proposal includes the following key developments:

- Full linkage and interaction between town centre and  $\frac{3}{4}$  mile of coastal environment with broader linkages to the Breakwater Country Park;
- Preservation of existing panoramic coastal views;
- Preservation of multiple listed buildings;
- Preservation of existing coastal environment;
- Introduction of new and sustainable mixed uses;
- Creation of a variety of independent character areas that compliment each other and work as well together as they do in isolation;
- Regeneration of commerce opportunity through marina, visitor centre and museum;
- Public realm enhanced through beach, gardens, promenade and coastal linkages;
- Creation of homes for local population.

The above would ensure that the development has a positive impact on the amenity of the Holyhead Waterfront area that would, in turn, help to ensure that Holyhead is identified as an attractive town within Anglesey.

The above would be further enhanced by the offer of additional attracting housing and employment opportunities that would result in ensuring that Holyhead is an attractive place to live and work.

The proposed development aims to especially offer housing opportunities for young families and professionals who would inevitably contribute towards community activities thereby making Holyhead a more vibrant community to live and work within.

In addition residential, leisure and employment opportunities would be offered in close proximity to each other that would again make Holyhead a more attractive place to live and work.

***b) Previous evidence from local environmental assessments or residents surveys***

Reference should be made to the application submission, including the 'Design and Access Statement', which specifically refers to both the Grade II listed properties of Porth-y-Felin House and Soldier's Point House that are currently in a state of dereliction, with no public access. In addition, the marina and yacht club are currently isolated from the town both through the separation generated by the centrally located promenade and the limited critical mass of the marina.

The proposed development would ensure that the marina is linked with the town and that the important and prominent listed buildings of Soldier's Point and Porth-y-Felin House located within the Conservation Area are redeveloped and retained.

In addition, evidence from previous waterfront and marina development including Victoria Dock, Caernarfon, has not revealed that these types of developments have any negative impact on the amenity of the area or reduce the desirability to live in that community.

***c) Impact of development on community as a whole***

Positive (1.0)

**d) How might any negative impact be mitigated and any positive impact be enhanced?**

- Ensure that proposed scheme is developed taking into full consideration the feedback of the local people i.e. consultation events.

**7. Is the policy/plan/programme/project likely to lead to the threat of increased crime or violence in the community? Might it:**

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

**a) *Assessment***

There is no evidence to suggest that the proposed development would lead to an increase in crime or violence.

The proposed development would lead to an increase number of housing, leisure and employment opportunities in Holyhead and would lead to the creation of a stronger feeling of community spirit and well-being and has the potential to reduce the temptation in certain groups to partake in crime.

Also the overall design of the development would ensure that the development is a safe form of development by incorporating 'secured by design' principles. Manned security patrols, CCTV installation and close co-operation with the local Police are all proposed as means of ensuring a safe form of development.

**b) *Previous evidence (local crime figures/police records from areas subject to similar developments)***

There is no evidence to suggest that the type of development such as the proposed leads to an increase in crime or violence.

**c) *Impact of development on community as a whole***

Neutral (0)

**d) *How might any negative impacts be mitigated or any positive impacts be enhanced?***

- *Ensure that the development is designed incorporating 'secured by design' principles*

## **Economic Factors**

**8. Is the policy/plan/programme/project likely to have a detrimental impact on local businesses? Might it**

- **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**

**9. Is the policy/plan/programme/project likely to have a detrimental impact on local jobs? Might it**

- **Create jobs for the local – Welsh speaking –population (perhaps by virtue of local Welsh speaking people having the right skills?)**
- **Threaten jobs of the local – Welsh speaking – population (perhaps by causing the closure of local businesses)**

**10. Is the policy/plan/programme project likely to lead to greater economic diversity? Might it:**

- **Potentially lead to a greater number of different jobs for the local – Welsh speaking – population due to economic diversification?**
- **Lead to increased in-migration of non-Welsh speakers?**

### ***a) Assessment***

The proposed development, due to its attractive offer of both residential and employment opportunities, would be likely to enhance the offer of employment opportunism available within Holyhead.

But also, the proposed development would be likely to provide security for existing local Welsh speaking businesses.

The proposal has the capacity to attract large events to Holyhead such as the Tall Ships Race and the Whitbread Round the World Race to Holyhead's natural deep water harbour.

As such, these events have the potential to secure existing local businesses including existing restaurants, bars and cafes as well as accommodation providers. The above impact has the potential to benefit Anglesey as a whole as a tourist destination and to help secure the future of existing local Welsh speaking businesses in the tourism trade.

There is no evidence to suggest, therefore, that permitting the development would lead to the decline of local people or to the decline of Welsh speakers. To the contrary, the development would help ensure that local Welsh speakers are able to stay at Holyhead due to the enhanced employment safeguards brought about by the development.

In addition the proposed development, especially due to its offer of attractive housing opportunities would also lead to a higher availability of young, skilled workforce for existing local businesses on Anglesey.

In addition, the proposed development would ensure that young people are able to come back to live to their native community to bring up a family and to seek work opportunities following undertaking higher education. This would ensure that Holyhead and the surrounding area have a range of skilled people available for employment opportunities.

The proposed development, through its attractive offer of housing opportunities, would also help retain key workers and ensure that key posts including teaching, emergency services personnel and civil servants are able to be filled.

It is also considered that the proposed development would have a positive impact on existing local businesses including shops, public houses and other services in terms of additional expenditure available within Holyhead. As such, the proposed development would assist the economic viability of existing businesses within Holyhead and the locality would appear more attractive for businesses to relocate to.

There is no doubt that the proposed development would lead to an enhancement in Anglesey's portfolio of available employment premises with the site being particularly attractive due to its proximity to the A55 as well as being located close to attractive residential opportunities. The opportunity presented by the proposal is considered as being essential to ensuring that Anglesey is able to overcome the current economic downturn and ensuring the attractive offer of employment premises and opportunities for its local population.

**b) Previous evidence (local business surveys or economic assessments)**

The Authority's Economic Development Business Plan 2009/2010 provides the following identifies that the people of Anglesey can be summarised as follows;

- *The lowest GVA\* per head in Wales at just 53% of the UK's average;*
- *A rising unemployment rate currently standing at 5.8%;*
- *An economic inactivity rate of 25.1%;*
- *A changing population profile with a net outflow of 16-24 year olds;*
- *Major employer contraction, closure or risk of closure*

\* GVA – Gross Value Added Source: ONS/ Nomis – Official Labour Market Statistics

The above information highlights a net outflow of the 16-24 age group, which is also reflected in the population age structure already provided for Holyhead.

As already identified, the proposed development would lead to Holyhead being able to offer attractive housing and employment opportunities that would help ensure that young people stay within their native communities and in particular return to live on the Island after completing higher education.

Anglesey has recently seen the closure of Anglesey Aluminium, a major employer with the Island now preparing plans for recovery. As such, a development such as the proposed is vital to ensure that Anglesey is able to prosper and be able to offer attractive employment opportunities for its population, especially for its young workforce.

It is considered that the proposed development fully reflects the aims of the Authority's Economic Development Business Plan 2009/2010, that being to;

*“make Anglesey a thriving and successful Island, a place where people want to be”.*

In addition, it is also considered that the proposed development fully complies with the Council's current corporate aim which is to work in partnership to:

*“improve quality of life, revitalise communities and provide opportunities for all citizens to develop and realise their full potential by providing accessible, high quality and cost effective services”.*

In addition, to the above evidence referred to above, the proposed development (the subject of this assessment) is also comparable with the ambitious £7.8m scheme to build a sailing academy at Pwllheli harbour. This scheme was given planning permission during September 2009.

Gwynedd Council's assessment of the proposal confirmed that the Welsh National Sailing Academy and Events Centre at Hafan Pwllheli marina would create 22.5 new jobs, support an extra nine, boost visitor numbers, and generate £1.6m income annually for the Llŷn economy.

The proposal includes building 150 extra berths for visitors, as well as improving links between the waterfront and town.

Since the development of the Hafan in 1994, Pwllheli has evolved into one of the principal sailing locations in Britain. It is also a location which has over the past few years hosted a significant number of successful sailing competitions, thus raising the area's international profile. The exceptional standards of the area's sailing waters was also recently rewarded by the recognition of Pwllheli as the only sailing training centre in Wales for the 2012 London Olympic Games.

Pwllheli, is comparable to Holyhead in terms of its economic context, and has suffered economic decline even prior to the recession. Employment opportunities (particularly quality employment) for young people are scarce, which contributes to outward migration.

The Communities First designation for South Pwllheli, similarly to Holyhead, indicates social and economic trends with the town.

The developers identify that the scheme to develop the Hafan would deal with the current limitations that hinder the area's capacity to realise the potential which the natural resources provide.

The comprehensive mixed-use regeneration proposal offered for Holyhead Waterfront aims to provide all the facilities required to develop Holyhead and Anglesey as a top marine leisure destination and for the area to be able to compete with other similar destinations.

The planning committee report presented to Members of the Planning Committee relating to the Hafan proposal estimates that approximately 9,700 visitors are currently attracted annually to the Hafan and Pwllheli Sailing club, which equals to 31,150 day-visits every year with this earning the town around £500,000 a year.

The proposed Hafan development is considered to have the potential to attract a further 11,500 day visits to Pwllheli (increasing to 26,500 day visits if the annual regatta was held). This would create a 50% increase in the number of visitors currently participating in activities, education or training within the sector.

It is also noted that the development has the potential to offer a programme of events throughout the year breaking the traditional and seasonal tourism season. The same can be claimed for the proposed Holyhead Waterfront development where the economic and social benefits arising from the development would be spread across the whole year and extend the existing tourism season.

This clearly shows the value-added economic benefits, both direct and indirect, that would result from developing the Holyhead Waterfront area for not only Holyhead but for Anglesey as a whole, in addition to being able to develop the tourism brand.

**a) *Impact of development on community as a whole***

Positive (1.0)

**b) *How might any negative impact be mitigated or any positive impact be enhanced?***

- Encourage employees to advertise jobs locally in the first instance and where the necessary skills do not exist locally to explore means of educating potential employees

**11. Is the policy/plan/programme/project likely to have an impact on local wage/salary levels? Might it**

- **Potentially increase/decrease wage/salary levels due to increase work force/business competition?**

**a) *Assessment***

The potential increase in employment referred to above may not necessarily lead to a direct increase in wage levels, but the proposed development without doubt would help to ensure the safeguard of existing businesses within both Holyhead and Anglesey and increase the offer of attractive job opportunities, in particular, within the leisure and retail sector.

In addition, the increase in local competition that might be brought about by the development might have a beneficial impact on local wage/salary levels.

Safeguarding existing jobs would ensure that the Welsh speaking population don't have to move out of the area to seek work.

**b) *Previous evidence (local index or index of income deprivation)***

The 2001 census results revealed an average annual gross pay of £19,620 (with AAML) for Anglesey, with the average annual gross pay for Wales being identified as £21,110.

With Anglesey's average gross pay being below the average for Wales it is essential that high value added jobs are promoted and that a healthy competition exists in order to increase the average annual gross pay.

**c) *Impact of development***

Neutral (0)

**d) How might any negative impact be mitigated or any positive impact be enhanced**

- Ensure that development is able to maximise on the creation of jobs opportunities;
- Maximise opportunities for receiving training and gaining qualifications.

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

**Might it:**

- **Force local – Welsh speaking – people to leave the community?**
- **Potentially lead to an increase in homelessness/housing stress amongst local – Welsh speaking – households?**
- **Prevent local Welsh speaking people from returning to the area/community?**

### ***a) Assessment***

It is not considered that the proposed development would have an impact on the average cost of housing in Holyhead, nor would it force local Welsh speaking people to leave the community.

As already identified to the contrary, the additional attractive housing, employment and leisure opportunities would ensure that local Welsh speakers are able to stay within Holyhead by making Holyhead an attractive place to live and work.

It is also not considered that the development would potentially lead to an increase in homelessness/housing stress amongst local Welsh speaking households. As stated above, the development would offer a range of attractive employment opportunities and would also free up local housing as current homeowners move into the housing development proposed as part of the development.

Freeing up local housing stock combined with the additional attractive employment and leisure opportunities could also offer the opportunity for the local Welsh speaking population to return to Holyhead.

### ***b) Previous evidence***

The Ynys Môn LDP, although now suspended to begin a joint LDP with Gwynedd County Council, has allocated Holyhead Waterfront as a strategic site and identified that the site has the potential to develop 200 new dwellings. Further new housing

was also identified at other strategic sites within Holyhead totalling to a further 370 new dwellings.

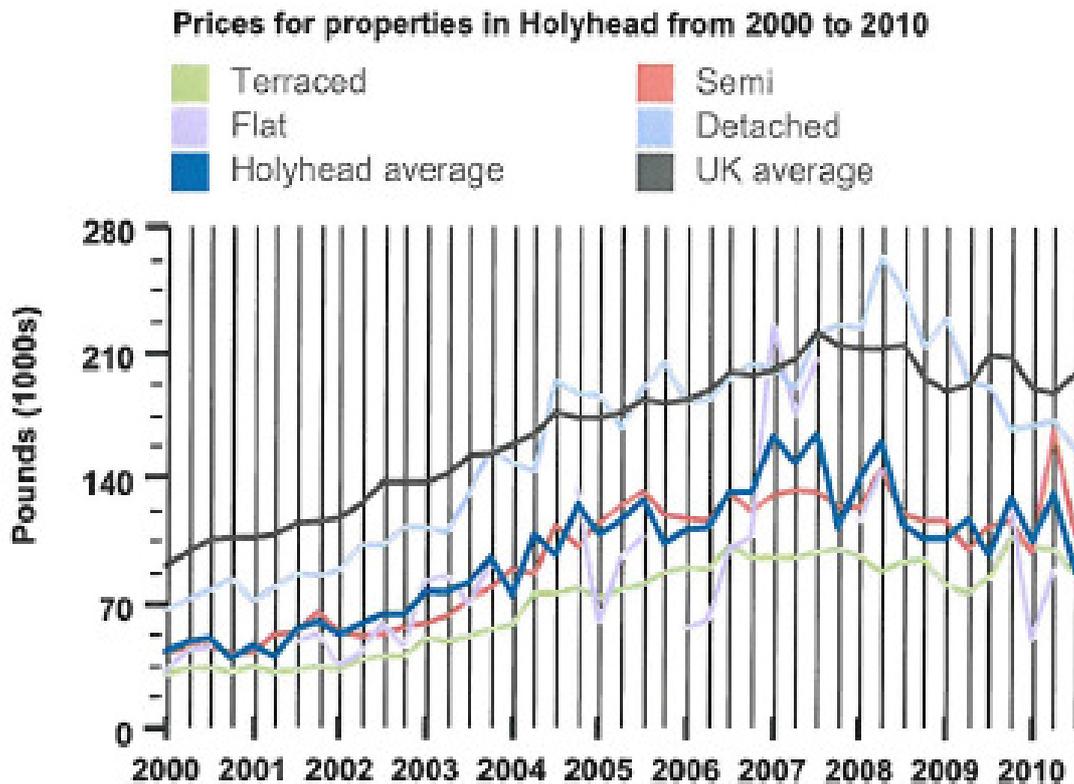
The proposed development offers a total of 400 new dwellings as part of a mixed-use scheme that would result in new and attractive housing opportunities in close proximity to both leisure, commercial and employment opportunities. It is considered that the proposed scheme would bring about overall regeneration benefits for Holyhead. Furthermore, it is considered that this level of housing needs to support a comprehensive regeneration scheme.

The scale of the housing proposed has been acknowledged as being required to meet the housing needs of Holyhead in the LDP.

In terms of identifying the impact of the proposed development of 400 dwellings on Holyhead, the percentage increase in the number of dwellings can be calculated.

The 2001 census results revealed that there were 4,949 households within Holyhead. The proposed development of 400 dwellings would therefore only amount to an 8% increase in the total number of households. It is, therefore, considered that, through phasing, Holyhead would be able to absorb the proposed level of development associated with the additional housing effectively and without detriment to existing households or local services.

The graph on the next page demonstrates the changes in house prices in Holyhead between the period 2000 to date and assesses this change against the UK average.



The graph below identifies that the average cost of homes in Holyhead between 2000 and 2010 has generally been below that of the UK average with prices currently on a downwards trend.

It is considered, therefore, that the proposed development would offer a greater range of housing opportunities within Holyhead and as such could result in making house prices become more competitive.

The offer of attractive employment opportunities would also help ensure that the average cost of housing at Holyhead is available to a greater number of the local population.

**c) *Impact of development on community as a whole***

Neutral (0)

**d) *How might any negative impacts be mitigated and any positive impacts enhanced***

- Ensure that the development offers a range of house types that would appear attractive to a range of people including individuals, couples and families;
- Ensuring that the development is phased to ensure that the local community can absorb any impacts of the development over a period of time.

## **Infrastructure Supply**

**13. Is the policy/plan/programme project likely to have an impact on local schools? Might it:**

- **Threaten/secure local schools due to an increase/decrease of student rolls?**
- **Alter the balance between Welsh speaking and non-Welsh speaking students?**

### ***a) Assessment***

The proposed development would inevitably lead to an increased need for school places, especially as it is anticipated that the dwellings would appear attractive to young people and families. As a result, the proposal would create a need for local primary schools to accommodate for the increase in children.

However, the evidence provided below shows that in terms of promoting non-Welsh newcomers to learn the language, there are a number of strategies in place to ensure that children and young people have the opportunity to learn the language.

### ***b) Previous evidence***

Isle of Anglesey County Council, in their role as education provider, operates a strong bilingual education policy where children at both primary and secondary school level undertake a bilingual curriculum.

In terms of Primary Schools, there are 7 primary schools in Holyhead. The table on the next page identifies the use of the language in all 7 Primary Schools in September 2005 (table from Communities First Holyhead Language Profile Summer 2006). The Primary schools that serve the two wards that cover the application site are highlighted in blue.

School	Can speak Welsh fluently	Can speak Welsh but not fluent	Cannot speak Welsh at all	Total
Y Parc	3 (1.5%)	53 (25.7%)	150 (72.8%)	206
Llanfawr	3 (1.8%)	88 (51.8%)	79 (46.5%)	170
Llaingoch	4 (2.2%)	166 (89.7%)	15 (8.1%)	185
Kingsland	3 (2.0%)	67 (44.7%)	80 (53.3%)	150
Morswyn	29 (27.4%)	77 (72.6%)	0 (0%)	106
Y Parch Thomas Ellis	4 (3.4%)	42 (35.3%)	73 (61.3%)	119
Santes Fair	1 (0.6%)	28 (17.4%)	132 (82.0%)	161
<b>Total</b>	<b>47 4.3%</b>	<b>521 47.5%</b>	<b>529 48.2%</b>	<b>1097</b>

The children of the two wards that cover the application site would generally attend either Ysgol Llaingoch or Ysgol y Parc which are both bilingual schools.

As identified in the table above, nearly 90% of the pupils at Ysgol Llaingoch can speak Welsh, but not fluently, with only 8.1% not being able to speak the language at all. Ysgol y Parc has a much lower number of pupils who can speak the language.

The latest Estyn Report for Ysgol Llaingoch (June 2007) identified that pupils throughout the school develop their ability to understand and to use both languages well. Pupils in Key Stage 1 are able to partake fully in Welsh-medium lessons, while older Key Stage 2 pupils speak clearly and with confidence when taking an active role in whole-school joint worship sessions

In terms of the children in the reception class, the report identifies that, although the vast majority come from homes where English is spoken as a first language, the nursery children have a very good understanding of basic instructions in Welsh and they begin to use appropriate language in play activities.

In terms of further promoting the Welsh Language, a Language Unit is based at both Holyhead and Llangefni where pupils between the ages of 7 to 11 who have moved to Anglesey can attend for one school term to develop their Welsh language skills.

In terms of Secondary School, Holyhead Secondary School serves the catchment area of Holyhead. The school offers the opportunity for every pupil to be taught bilingually.

In terms of the other measures that are in place to promote the use of the language amongst children and young people, Surestart Ynys Mon is a partnership which includes several organisations that provide services for children aged between 0-3.

The aim of Sure Start is to work with parents-to-be, parents and children to promote the physical, intellectual and social development of babies and young children – particularly those who are disadvantaged – so that they can flourish at home and when they get to school, thereby break the cycle of disadvantage for the current generation of young children.

The Sure Start Ynys Mon programme focuses on selected communities within Anglesey which includes Holyhead (Morawelon, Holyhead Town, Maeshyfyd, Porthfelin, Parc a'r Mynydd, London Rd, Kingsland).

Key organisations that are involved in Sure Start include Barnardos (Rural Family Service), North West Wales Health Trust –(Sure Start Health Visitor and Sure Start Midwife), Ynys Môn County Council (Bookstart+, Exercise Initiative and Portage), Homestart, SNAP, Mudiad Ysgolion Meithrin (MYM) and Pre - school Play Groups Association (PPA).

With regards to the promotion of the Welsh language examples of initiatives through the Sure Start programme include:

- Barnados            -        Language and Play Sessions
- Bookstart+        -        Promote the enjoyment of books
- Homestart         -        help for families that are new to the area

In addition, the following Mudiad Ysgolion Meithrin are held in various locations in Holyhead which promote play through the medium of Welsh. The Mudiad Ysgolion Meithrin are held at Holyhead as follows:

*Morswyn Primary School*

*Monday – Thursday (09.00-11.00)*

*Ysgol y Parc*

*Monday - Friday (09.00 - 11.00)*

*Thomas Ellis Primary School*

*Monday - Friday (09.00 - 11.00)*

*Village Hall, Llaingoch*

*Monday, Wednesday and Friday (13.00 - 15.00)*

In addition, the following Ti a Fi groups are held:

*Morswyn Primary School*

*Friday (09.15 - 11.15)*

*Village Hall, Llaingoch*

*Monday (13.15 - 14.45)*

The aim of Ty a Fi is to provide the opportunity for parents and guardians to enjoy playing with their children and to socialise in an informal environment through the medium of Welsh.

The Wales Pre-school Playgroups Association also has the following Parent & Toddler Groups - Ynys Môn in several locations in Holyhead:

- *Jack & Jill Parent & Toddler Group - Jessie Hughes Centre, Kingsland Road*
- *Young Families Support Group - Jessie Hughes Centre*
- *Little Rainbows - Boston Centre Stage*

In terms of the promotion of the Welsh language outside school time, yr Urdd was established in 1922 to give children and young people the chance to learn and socialise through the medium of Welsh.

It gives the young people of Wales the chance to live vibrant lives through the medium of Welsh, learning at the same time to respect each other and people around the world. The Urdd welcomes Welsh speakers and Welsh learners.

A weekly Urdd movement is held in Ysgol y Morswyn and Ysgol Llanfawr. Holyhead High School also engages in activities with the Urdd.

We consider that permitting this proposal would help safeguard the future of both the Local Primary School and Secondary School serving the catchment area and furthermore that the identified schools that serve the two wards have a strategy in place to ensure that non-welsh speakers are able to learn the language and to integrate within the local community.

**c) *Impact of development on community as a whole***

Positive (1.0)

**e) *How might any negative impacts be mitigated or any positive impacts be enhanced***

- As the local education policies promote the offer of bilingual teaching at the local primary and secondary schools it is considered that this would further ensure that children from a young age are able to learn the Welsh language.
- Include information packs for new residents that include information on the various clubs and society's that are available to ensure integration with the existing community

**14. Is the policy/plan/programme/ project likely to have an impact on health care provision? Might it:**

- **Threaten/secure local – Welsh medium – facilities/services?**

**a) *Assessment***

As the leisure element of the proposed development would attract additional numbers of visitors to the area, this would certainly have some affect on the local

health care services including surgeries, dental surgeries or local hospital, and also Ysbyty Gwynedd.

The effect on the local health care services would be alleviated to some degree by the fact that the visitors would visit the area on a short-term basis and would have be registered with a doctor in their permanent place of residence.

Also, by contributing to the local economy the visitors would contribute to some degree towards funding local health services.

In terms of the residential element of the proposed development, although the new incomers would need to be registered with a doctor/dentist, any current residents of Holyhead or Anglesey that move into the development would already be registered with a local doctor/dentist, and would, therefore, would not result in any additional strain on the local healthcare service.

***b) Previous evidence (local studies and information for Local Health Trusts)***

In terms of the health provision in Holyhead, the following list identifies dental and doctors' surgeries in the locality:

- Dental Surgeries:
  - o 28 Thomas Street, Holyhead;
  - o Dental Surgery, Longford Road, Holyhead.
- GP Surgeries:
  - o Cambria Surgery, Ucheldre Avenue, Holyhead;
  - o Longford House Surgery, Longford Road, Holyhead;
  - o Meddygfa Victoria Surgery, Holyhead;
  - o Berwyn, Porthdafarch Road, Kingsland, Holyhead.

It is considered that the identified dental and health centres, combined with the Penrhos Stanley Community Hospital, as well as the larger services offered at Ysbyty Gwynedd, can deal with any increase in the demand for health services arising from the proposed development.

**c) *Impact of development on community as a whole***

Neutral (0)

**d) *How might any negative impact be mitigated and any positive impact be enhanced?***

- Ensure that new residents are offered information regarding the available local health care services.

**15. Is the policy/plan/programme/ project likely to have an impact on the provision of local services, such as shops/post offices/banks/pubs? Might it:**

- **Threaten/secure local service 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?**

***a) Assessment***

As previously mentioned, it is considered that the proposal is likely to have a positive impact on the provision of local services as the increased population (both short-term and long-term in-migration) would help to support the future vitality of existing services.

In addition, the proposal aims to develop Holyhead Waterfront as a destination for sailing and marine-related events. As a result, these events would lead to the further usage of existing local services as well as attracting new service provision into Holyhead, which would enhance the current provision available for local residents.

***b) Previous evidence***

Holyhead, similar to many other towns in Anglesey and beyond, has seen the closure of my services and business located within the High Street during recent years. There is no doubt that the current services provision would not be sufficient to meet the needs of the additional influx of visitors to the area and, therefore, the development could inspire more services to locate to Holyhead and, in particular, to take up empty properties located along the High Street including cafes and restaurants.

In addition, and in terms of the usage of the existing services, the development would provide an all-year round need for service provision rather than seasonal additional influx. This, in turn, would provide more full time/all year jobs rather than seasonal jobs.

**c) Impact of development on community as a whole**

Positive (1.0)

**d) How might any negative impacts be mitigated or any positive impacts be enhanced?**

- Ensure that new jobs are targeted initially at the local Welsh speaking population;
- Ensure that empty properties located along the High Street are promoted as being attractive for new business wanting to relocate to Holyhead.

## **Social and Cultural Aspects**

**16. Would the policy/plan/programme/project potentially lead to social tensions, conflict or serious divisions within the Welsh speaking community? Might it:**

- **Have a significant uneven effect on different parts of the local community, potentially advantaging some groups and disadvantaging others?**
- **Violate traditional values of certain parts of the community?**

### ***a) Assessment***

There is no evidence to suggest that the development would lead to social tensions or conflict within Holyhead.

As already identified, it is considered that the proposed development would ensure that there is a greater offer of both housing and employment opportunities to fulfil the housing and employment needs of local people and, as such, that the Welsh speaking community of Holyhead would become stronger and more prosperous.

As already identified within this statement, the social and community infrastructure is already in place to help integrate non-Welsh speakers and, as such, the proposed development would have no detrimental impact on the Welsh Speaking Community.

There is no evidence to support any claim that the proposed development has the potential to lead to changes in local or Welsh traditions or culture.

The evidence included in Section 3 of this statement has already identified that both electoral wards already have a proportion of both Welsh and English speaking households and that no current social tensions exist in terms of the balance between the languages.

**b) Previous Evidence**

A knowledge of previous waterfront development including the development at Victoria Dock, Caernarfon, has not revealed that these types of development leads to any social tensions, conflict, or serious divisions within the Welsh speaking community.

Referring again to the Hafan development at Pwllheli, an assessment into the socio-economic benefits of the proposal identified that the community and social benefits associated with the development would include:

- Education benefits;
- Safeguarding and enhancing volunteer networks;
- Community benefits;
- Linguistic and cultural benefits;
- Community integration;

It is considered that the proposed development also has the potential to bring about similar community and social benefits.

**c) Impact of development on the community as a whole**

Neutral (0)

**d) How might any negative impact be mitigated or any positive impact be enhanced?**

- Ensure that new residents have full access to information regarding the infrastructure that is available, to ensure integration with the local community, including opportunities for non-Welsh speakers to learn the language.

**17. Would the policy/plan/programme/project potentially lead to changes in local or Welsh traditions or culture? Might it:**

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

***a) Assessment***

The proposed development has the potential to secure local/Welsh traditions and cultures through ensuring that local young people are able to stay at their native communities through making Holyhead a more attractive place to live.

The proposed development, as already identified, would offer an attractive mixed-use development including enhanced residential, employment and leisure opportunities.

A list of existing local and Welsh clubs and movements that promote Welsh traditions and cultures are identified in questions 13 and 19 of the assessment.

Any changes would therefore be beneficial and ensure that clubs and movements that promote local traditional and cultures are able to be well attended and promoted.

***b) Previous Evidence***

Reference should be made to 16 (b).

**c) Impact of development on the community as a whole**

Neutral (0)

**d) How might any negative impact be mitigated or any positive impact be enhanced?**

- Ensure that new residents have full access to information regarding the infrastructure that is available to ensure integration with the local community including opportunities for non-Welsh speakers to learn the language

**18. Would the policy/plan/programme/project have an impact upon local voluntary/activity/youth groups' activities? Might it:**

- **Force local people active in local groups to move out of the community, due to:**
  - **Drive an increase in unemployment/economic stress?**
  - **Drive an increase in house prices/housing stress?**

**a) *Assessment***

As already noted, it is considered that the development would appear attractive to young people and families. As such, this specific group of the population would contribute actively towards local traditions including safeguarding the future of local groups including the Urdd movement, Merchaid y Wawr etc. The Merchaid y Wawr meet on the 4<sup>th</sup> Wednesday of every month at Hyfrydle Chapel.

Details of the Urdd movement has already been provided in 13 b).

The Jesse Hughes Centre in Holyhead is also a well used centre for children of all ages with a variety of events organised at the centre. Events include a youth club and a parent and toddler group.

As such, it can be concluded that permitting this proposal would safeguard the future of such groups.

**b) *Evidence***

Reference should be made to 16 (b).

**c) *Impact of development on community as a whole***

Positive (1.0)

***d) How might any negative impact be mitigated or any positive impact be enhanced?***

Ensure that new residents have full access to information regarding the infrastructure that is available to ensure integration with the local community including opportunities for non-Welsh speakers to learn the language.

## 7. Assessment Score

### Population Factors

	Population Factors (question 1-4)			
	General Change	Inward Migration	Outward Migration	Age Structure
Basic Index	0	0	1	1
Dimensional Index	+2.0			

### Quality of Life

	Population Factors (question 5-7)		
	Health	Amenities	Crime
Basic Index	1	1	0
Dimensional Index	+2.0		

### Economic Factors

	Population Factors (question 8-12)				
	Business	Local Jobs	Economic Variance	Wages	Housing
Basic Index	1	1	1	0	0
Dimensional Index	+3.0				

### Service Provision

	Population Factors (question 13-15)		
	Schools	Health Care	Services
Basic Index	1	0	1
Dimensional Index	+2.0		

## Social and Cultural Factors

	Population Factors (question 16-18)		
	Tensions/Conflict	Culture	Youth Groups
<b>Basic Index</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Dimensional Index</b>	<b>0</b>		

### Total Score

Index Score (Basic)	Total
Effect on the community in general	+9.0  Positive

## **8. Conclusion**

- 8.1 The conclusion of the assessment is that the proposed mixed-use development in its entirety would have a positive effect on the use and promotion of the Welsh Language.
- 8.2 The proposed development has the potential, with the correct impetus, to result in an increase in the number of Welsh speakers either through the immigration of Welsh speakers or through non-Welsh speakers moving into the area having the opportunity to learn the language and integrate with existing Welsh traditions and cultures.
- 7.2 The assessment of the current profile of Holyhead has identified that although a significant number of the population has been born in Wales this is not reflected by the amount of people that can speak, read or write through the medium of Welsh.
- 7.3 As such, the key priority for the two electoral wards covering the application site area, as well as Holyhead, is to ensure that the local population have access to opportunities to learn the language.
- 7.4 The assessment has identified that a number of movements, clubs and classes are held at various locations within Holyhead where the use of the language is promoted and where opportunities are available to learn the language.
- 7.5 The identified Welsh language learning courses are offered at a variety of learning levels, ranging from beginners to intermediate and higher level. Also, several of these courses and clubs are specifically targeted towards parents and toddlers where the use of the language is then promoted from a young age.
- 7.6 The housing element of the proposal would also ensure that local people who, for various reasons (including lack of employment and attractive housing), have moved away from Holyhead and Anglesey, are able to return to their native roots. This would also ensure that the use of the language within

Holyhead is able to be safeguarded and that the population levels are stabilised, including the age structure of the population.

- 7.7 Considering all the individual elements of the proposed development, there is no doubt that the enhanced residential, employment and leisure offer that the development would bring about would ensure that Holyhead is able to be seen as an attractive place to live and work as well as being an attractive marine-related leisure destination.
- 7.8 The assessment of similar forms of development including the Hafan development at Pwllheli and the Galeri at Caernarfon has concluded that such development has the potential to bring about significant socio-economic benefits to a particular area. It is, therefore, considered that the proposed mixed-use development of Holyhead Waterfront could bring both direct and indirect social and economic benefits to Holyhead and Anglesey including additional expenditure, promoting the tourism brand (including extending the current seasonal tourism season) and safeguarding existing jobs as well as the creation of new job opportunities.
- 7.8 To summarise, it is considered that the proposed mixed-use development at Holyhead Waterfront would not only offer a regeneration scheme to revitalise and enhance the leisure and residential offer of the area but would also support the safeguarding and further promotion of the use and development of the Welsh Language.