

CADNANT

PLANNING

**LAND OFF MAELGWYN ROAD, LLANDUDNO
COMMUNITY AND LINGUISTIC IMPACT
ASSESSMENT**

MCCARTHY AND STONE

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1. Introduction

- 1.1 This Community and Linguistic Impact Assessment (CLIA) accompanies a full planning application by McCarthy and Stone for a retirement living development on land off Maelgwyn Road, Llandudno.
- 1.2 The proposal comprises of a total of 55 retirement apartments, with associated manager's accommodation and a resident's lounge. The application site lies at the corner of Maelgwyn Road and Gloddaeth Avenue.
- 1.3 The site lies within the development boundary of Llandudno, which lies within the Urban Development Strategy Area as identified within the Conwy Local Development Plan (LDP).
- 1.4 Conwy County Borough Council (CCBC) has demonstrated its support towards safeguarding the Welsh language through the planning system by developing policies which seek to ensure that all forms of development support the character and language balance of predominantly Welsh speaking communities. The planning system also seeks to defend such communities from inappropriate development which has the potential to undermine the Welsh language.
- 1.5 Policy CTH/5 – 'The Welsh Language' of the LDP requires the preparation of a Community and Linguistic Impact Assessment (CLIA) to accompany planning applications for housing applications for 20 units of more within the Urban Development Strategy Area.
- 1.6 This CLIA presents an overview of the proposed development, of planning policy guidance relating to the Welsh language and of the Welsh language profile of Llandudno and Conwy. Section 5 then considers the effects of the proposed development and Section 6 summarises the perceived effects which arise from the proposed development.
- 1.7 This CLIA should be read giving full regard to the application's accompanying documentation.

2. Proposed development

Site location and description

- 2.1 The application site consists of land currently used as a car park known as Maelgwyn Road car park, and is located at the corner of Maelgwyn Road and Gloddaeth Avenue.

Figure 2.1 Aerial image showing location of application site (outlined in red)



- 2.2 The site is located within the settlement boundary of Llandudno, as identified within the LDP Proposals Map. The access into the site is via Maelgwyn Road, which runs along the north-east boundary of the site. The site is bound by residential dwellings to the south, east and west, and along Gloddaeth Avenue, which lies to the north of the site. There is also a public car park to the north of the site.

Development proposals

- 2.3 The proposal is for McCarthy and Stone's Retirement Living housing development, comprising of a total of 55 retirement apartments and associated manager's accommodation and resident's lounge.
- 2.4 Retirement Living by McCarthy Stone is a widespread initiative, with various developments across the UK, all of which provide specialist housing for older people.
- 2.5 Retirement Living housing is a proven option for older people who wish to move into accommodation that provides comfort, security and the ability to manage independently to a greater extent. It enables older people to remain living in the community and out of institutions whilst enjoying peace of mind and receiving the care and support they need.

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2.6 The proposed retirement units would comprise of the following housing mix:

- 37 x one-bed apartments; and
- 18 x two-bed apartments.

3. Legislation, policy and guidance

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

Table 3.1 National planning and language legislation

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

Table 3.2 National planning policy and language policy framework

Document	Summary
<i>Planning Policy Wales</i> (Edition 11) (Welsh Government, 2021)	Planning Policy Wales (PPW) acknowledges that the Welsh language is part of the social and cultural fabric of Wales and that the Welsh Government is committed to ensuring that the

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	<p>Welsh language is supported and encouraged to flourish as a language of many communities all over Wales.</p> <p>The Welsh language is part of the social and cultural fabric and its future well-being will depend upon a wide range of factors, particularly education, demographic change, community activities and a sound economic base to maintain thriving sustainable communities and places. The land use planning system should take account of the conditions which are essential to the Welsh language and in so doing contribute to its use and the Thriving Welsh Language well-being goal.</p>
<p>Technical Advice Note (TAN) 20 – Planning and the Welsh Language (Welsh Government, 2017)</p>	<p>TAN 20 provides guidance on how the planning system considers the implications of the Welsh language when preparing LDPs and making decisions. The LPA should consider the needs and welfare of the Welsh language, and in so doing, contribute to its well-being. Recent changes introduced in the current version of TAN 20 are as a result of bringing into force provisions contained in the Planning (Wales) Act 2015.</p> <p>The main changes relate to the following matters:</p> <ul style="list-style-type: none"> • The link between planning for the Welsh language through land-use planning and community planning; • Providing clarification that decision makers may take the language into account where it is material to the application; • Allow language impact assessments in certain specified circumstances.
<p>Future Wales The National Plan 2040</p>	<p>Future Wales identifies a range of important Regional Growth Areas which, through specific policies in Strategic and Local Development Plans, should retain and enhance the commercial and public service base that make them focal points in their areas. Llandudno and Colwyn Bay are identified as a Regional Growth Area.</p> <p>The Welsh Government supports sustainable growth and regeneration in regionally important towns along the northern Coast. Holyhead, Caernarfon, Bangor, Llandudno, Colwyn Bay, Rhyl and Prestatyn will be a focus for managed growth and they have an important sub-regional role complementing the National Growth Area of Wrexham and Deeside. Strategic and Local Development Plans should recognise the roles of</p>

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	<p>these places as a focus for housing, employment, tourism, public transport and key services within their wider areas and support their continued function as focal points for sub-regional growth.</p> <p>Future Wales acknowledges that Welsh is a living language and the ambition for the Welsh language to reach a million Welsh speakers by 2050.</p> <p>Future Wales' spatial strategy supports sustainable growth. Any place without jobs, homes, community spaces and wildlife has no prospect of having a thriving and cohesive community, Welsh language or economy.</p> <p>Within the North (which includes Conwy), 41.9% of the population speak Welsh; a 2.4% increase since 2009.</p> <p>Future Wales guides that development plans should contain settlement hierarchies and strategies to distribute growth in such a way that creates the conditions for Welsh to thrive and to be preserved as the community language in the many places where everyday life takes place through the medium of Welsh.</p>
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Table 2.3 National language strategies

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

Table 3.4 Local planning policies

Document	Summary
<i>Conwy Local Development Plan</i> (Conwy County Borough Council, 2013)	<p>The development plan consists of the Conwy LDP (2013) providing policy guidance relating to the impact of development on the Welsh language. The Conwy LDP establishes a policy framework and makes provision for the development needs of the County of Conwy for the period from 2007 to 2022. It will be used by the Council to guide and control development,</p>

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	<p>providing a basis for consistent and appropriate decisions on planning applications.</p> <p>CCBC has demonstrated its support towards safeguarding the Welsh language through the planning system by developing policies which seek to ensure that all forms of development supports the character and language balance of predominantly Welsh speaking communities and seeks to defend such communities from inappropriate development which has the potential to undermine the Welsh language.</p> <p>Strategic approach to development</p> <p>Policy DP/2 'Overarching Strategic Approach' of the Conwy LDP identified that most new development will take place within, and on the fringe of, Urban Areas which include Abergele/Pensarn, Colwyn Bay, Conwy, Deganwy/Llanrhos, Llandudno, Llandudno Junction, Llanfairfechan, Llanrwst, Mochdre, Penmaenmawr, Penrhyn Bay/Penrhynside and Towyn/Kinmel Bay. These form the Urban Development Strategy Area (UDSA).</p> <p>Over the Plan period, approximately 85% of the housing and 85% of employment development (through completions, commitments, windfall and new allocations) will be located primarily within, and on the fringe of, the urban areas to reflect the spatial priorities of contributing to the creation of sustainable communities.</p> <p>Homes for the elderly</p> <p>Policy HOU/11 "Residential Care Homes and Extra Care Housing" of the LDP seeks to support proposals for residential care homes or extra care homes, provided that they are proposed to be located within the settlement boundary of an Urban Development Strategy Area or Tier 1 Main Village; will not result in the over provision of care accommodation compared to the needs of the locality; will be adequately serviced, and; is located in reasonable walking distance of a town or village.</p>
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	<p>Paragraph 4.2.26.2 states that from a sustainable development perspective, the Authority considers that the settlements within the Urban Development Strategy Area and the Tier 1 Main Villages provide the most appropriate locations for residential homes for the elderly.</p> <p>Paragraph 4.2.26.4 states that extra care housing is an important contribution to affordable provision. Although not counted in statistics as new affordable housing, some residents who move into these homes do leave vacated affordable housing units for others.</p> <p>Welsh language</p> <p>Paragraph 4.7.6.1 of the LDP advises that the Welsh language is an important part of the fabric and heritage of local communities. The Council will support and promote the Welsh language by ensuring there is sufficient employment and housing opportunities to retain Welsh-speakers throughout the Plan area.</p> <p>Policy CTH/5 relates to the Welsh Language and requires development to support and sustain the long-term well-being of the Welsh language. Development which because of its size, scale or location, will significantly harm the character and linguistic balance of a community, will be resisted.</p> <p>Policy CTH/5 confirms that the LDP strategy has been assessed for Welsh language impact and requires residential developments of 20 or more units on windfall sites within the Urban Development Strategy Area to be accompanied by a Community and Linguistic Impact Assessment.</p> <p>The policy also encourages the provision of bilingual signs and the retention of traditional Welsh names for new developments and streets throughout the county.</p>
<p><i>Conwy Supplementary Planning Guidance: LDP6 Welsh Language</i></p>	<p>Supplementary Planning Guidance (SPG) LDP6 Welsh Language provides further guidance on the details to be considered within Community and Linguistic Impact Assessments and developing mitigation measures.</p>

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	Consideration has been given to that guidance when undertaking this Community and Linguistic Impact Assessment
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Table 3.5 Other relevant guidance

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

4. Welsh language profile

- 4.1 The proposed development is located within the ward of Gogarth, and therefore this ward has been used within the baseline data.
- 4.2 Notwithstanding the above, given that the proposed development lies within the built-up area of Llandudno, and the wards of Craig y Don, Mostyn and Tudno along with Gogarth would represent the urban area of Llandudno, data from these wards have also been included within the baseline data, and totalled to provide an overview for Llandudno. Three geographical boundaries are used for comparison purposes, those being Llandudno, Conwy and Wales.

Population characteristics

- 4.1 Table 4.1 shows the resident population for the wards of Gogarth, Craig y Don, Mostyn and Tudno for Llandudno as well as the wider areas of Conwy and Wales in 2001 and 2011.

Table 4.1 Resident population 2001¹-2011²

Area	Resident population	
	2001	2011
Gogarth	3,585	3,747
Craig y Don	3,385	3,424
Mostyn	3,557	3,639
Tudno	4,787	5,008
Total (representative of Llandudno)	15,314	15,818
Conwy	109,596	115,228
Wales	2,903,085	3,063,456

- 4.2 Conwy and Wales saw an increase in population of 5,632 people and 160,371 people respectively between 2001 and 2011. In line with this pattern, populations of all wards rose within this period.

Age profile

- 4.3 Figures 4.1 and 4.2 detail the population age structure for Llandudno wards, Llandudno as a whole, Conwy and Wales in 2001 and 2011.

¹ Nomis: Census 2001: Age (UV004)

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

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Figure 4.2 Gogarth and Llandudno's population age structure 2001³-2011⁴

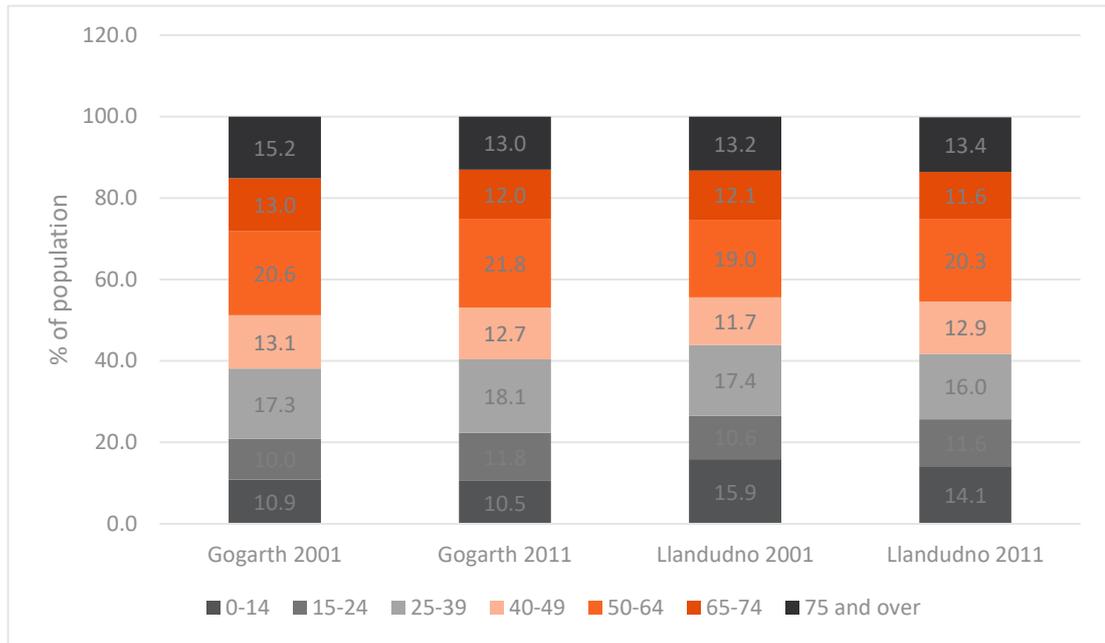
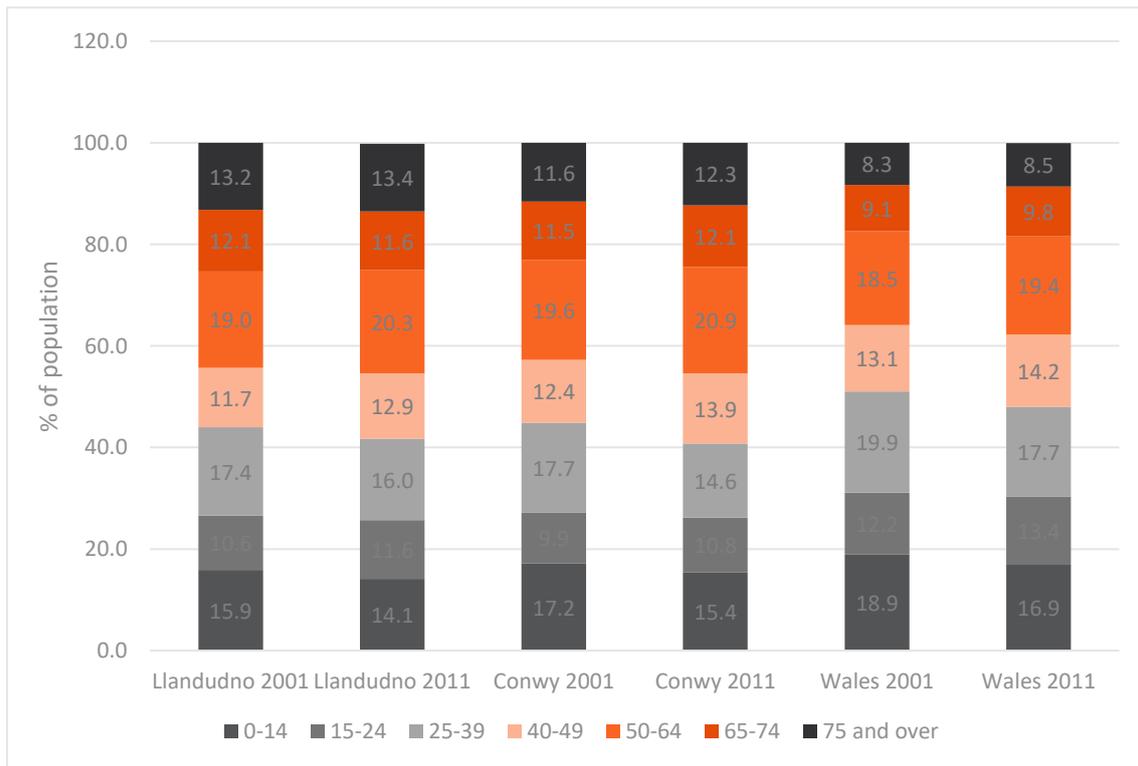


Figure 4.3 Llandudno, Conwy and Wales' population age structure 2001⁵-2011⁶



³ Nomis: Census 2001: Age (UV004) (percentages calculated by Cadnant Planning Ltd)

⁴ Nomis: Census 2011: Age by single year (QS103EW) (percentages calculated by Cadnant Planning Ltd)

⁵ Nomis: Census 2001: Age (UV004) (percentages calculated by Cadnant Planning Ltd)

⁶ Nomis: Census 2011: Age by single year (QS103EW) (percentages calculated by Cadnant Planning Ltd)

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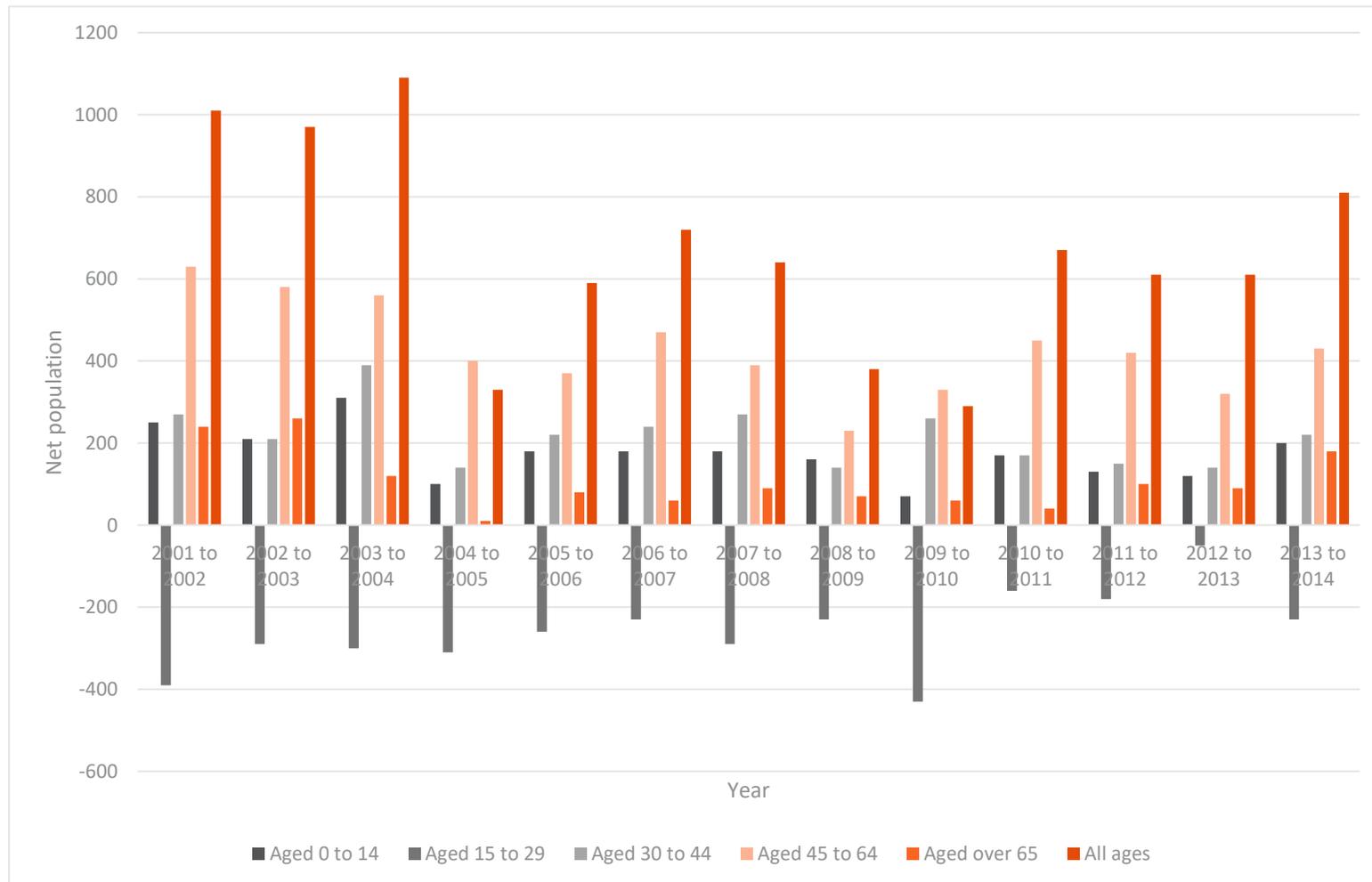
- 4.4 Llandudno experienced the greatest increase in the number of the population aged 60 to 64 followed by the 45 to 49 age group, whilst the greatest decrease in the number of the population was experienced in the 35 to 39 age group followed by the 30 to 34 age group.
- 4.5 Conwy experienced the greatest increase in the number of the population aged 60 to 64 followed by the 45 to 49 age group, whilst the greatest decrease in the number of the population was experienced in the 30 to 34 age group followed by the 35 to 39 age group.
- 4.6 Wales experienced the greatest increase in the number of the population aged 60 to 64 followed by the 20 to 24 age group, whilst the greatest decrease in the number of the population was experienced in the 35 to 39 age group followed by the 30 to 34 age group.
- 4.7 It is clear from Figures 4.2 and 4.3 that the proportion of the population of over 50 year olds within Llandudno and the wider area of Conwy was greater than the average proportion within Wales in 2011. This corresponds with the Council's Local Housing Market Assessment (LHMA) 2017-2022, which found that Conwy County Borough has one of the highest proportions of population aged over 65 in the UK.

Migration

- 4.8 Figures 4.4 and 4.5 provide net migration data for Conwy and North Wales between 2001 and 2014.

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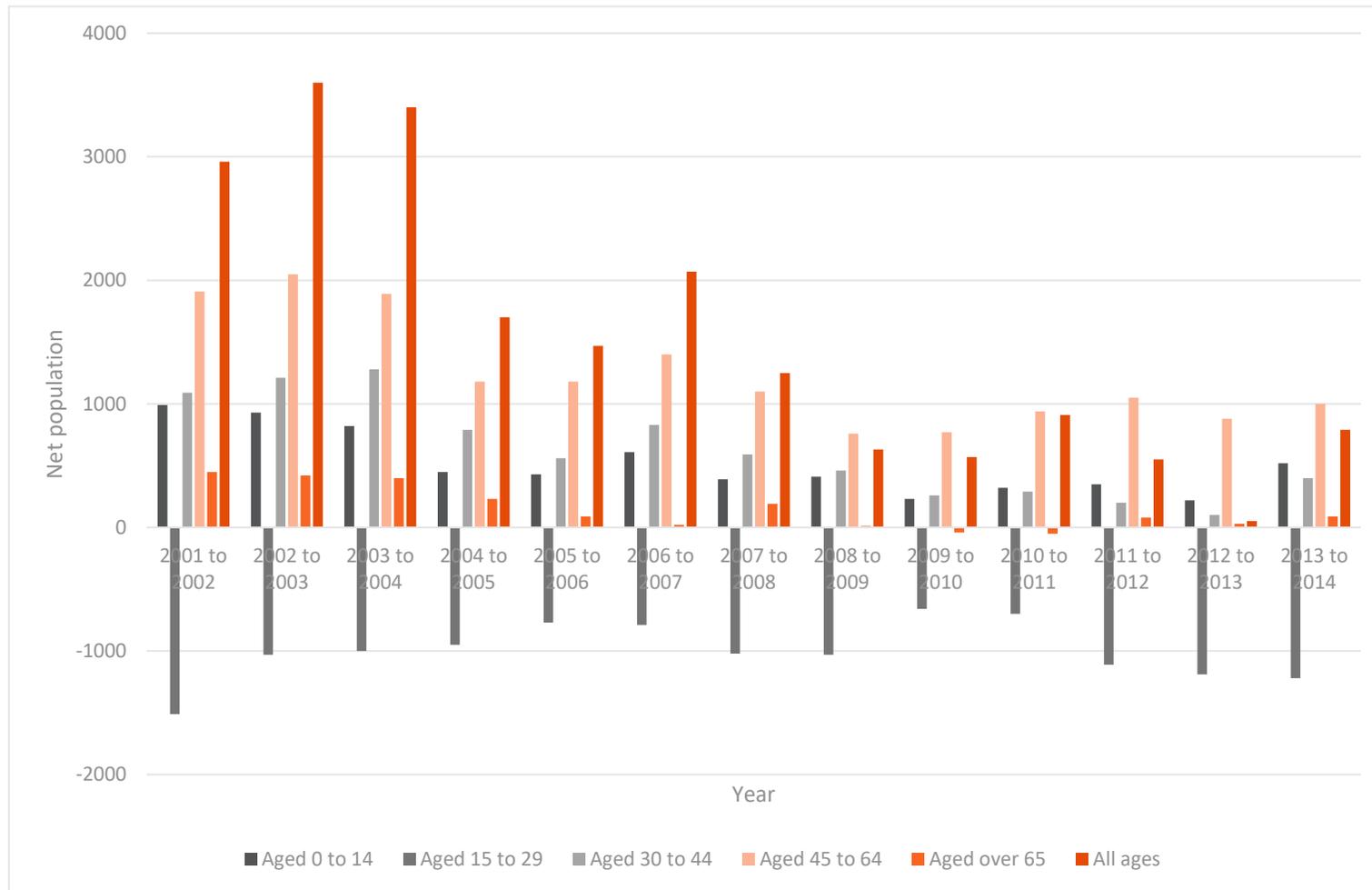
Figure 4.4 Conwy net population migration by age cohorts 2001-2014⁷



⁷ StatsWales: Migration between Local Authorities in Wales and the rest of the UK (POPU5023)

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Figure 4.5 North Wales net population migration by age cohorts 2001-2014⁸



⁸ StatsWales: Migration between Local Authorities in Wales and the rest of the UK (POPU5023)

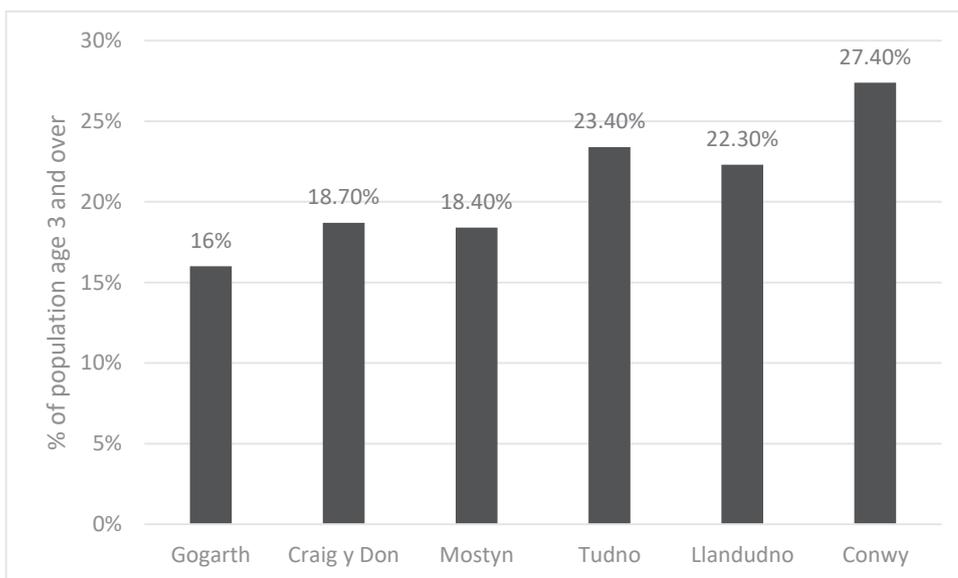
4.9 Between 2001 and 2014, both Conwy and North Wales experienced an overall inflow of people for all ages. However, throughout this period, both Conwy and North Wales continuously experienced a net outflow of younger people aged 15-29.

Welsh language profile

Welsh speakers

4.10 Figure 4.6 identifies the percentage of population age 3 and over who could speak Welsh in 2011 for the four wards which make up Llandudno, Llandudno town and Conwy county.

Figure 4.6 Percentage of Welsh speakers (age 3 and over) for the four wards which make up Llandudno, Llandudno town and Conwy county, 2011

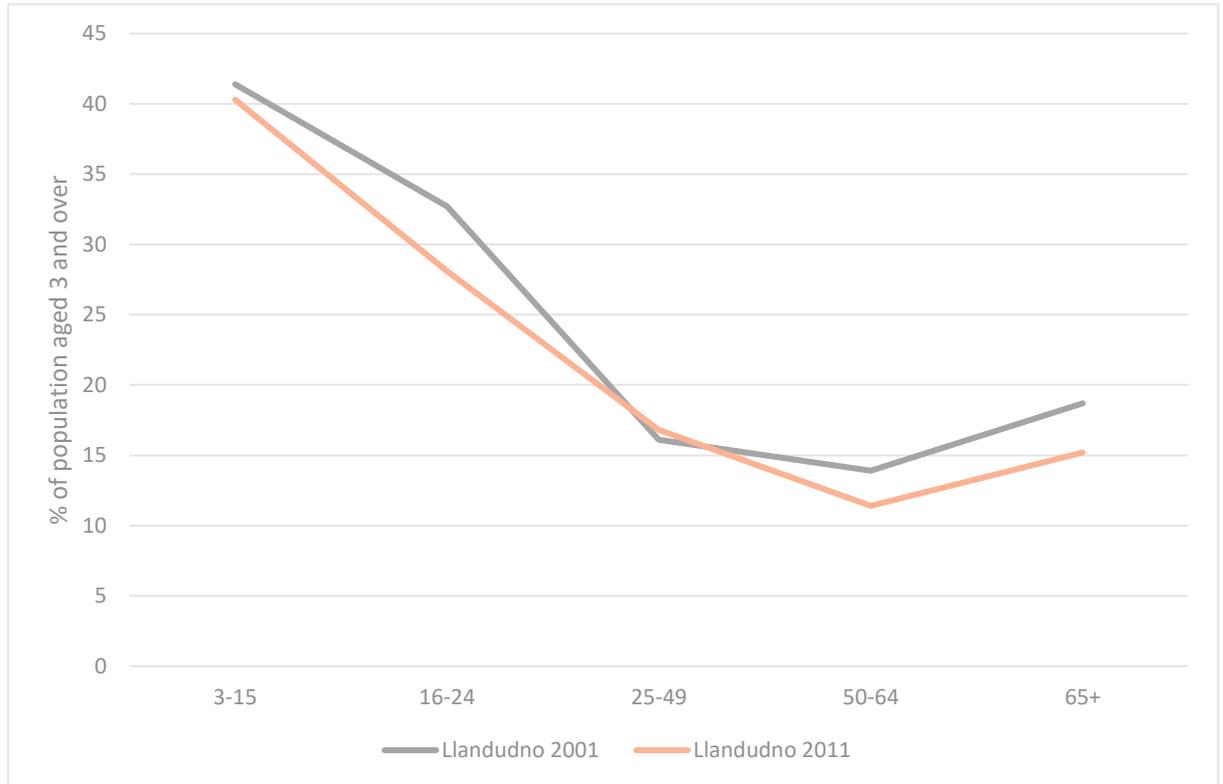


4.11 The ward of Gogarth (where the application site is located) has the lowest percentage (16 %) of Welsh speakers in comparison to other wards which make up the town of Llandudno. Llandudno town also has a lower percentage of Welsh speakers (22.3%) in comparison with the county of Conwy (27.4%).

4.12 Figures 4.7 and 4.8 contain information about the number of Welsh speakers by age group in 2001 and 2011 for Llandudno, Conwy and Wales.

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Figure 4.7 Number and proportion⁹ of the population (aged 3 and over) who could speak Welsh by age group in Llandudno 2001¹⁰ and 2011¹¹



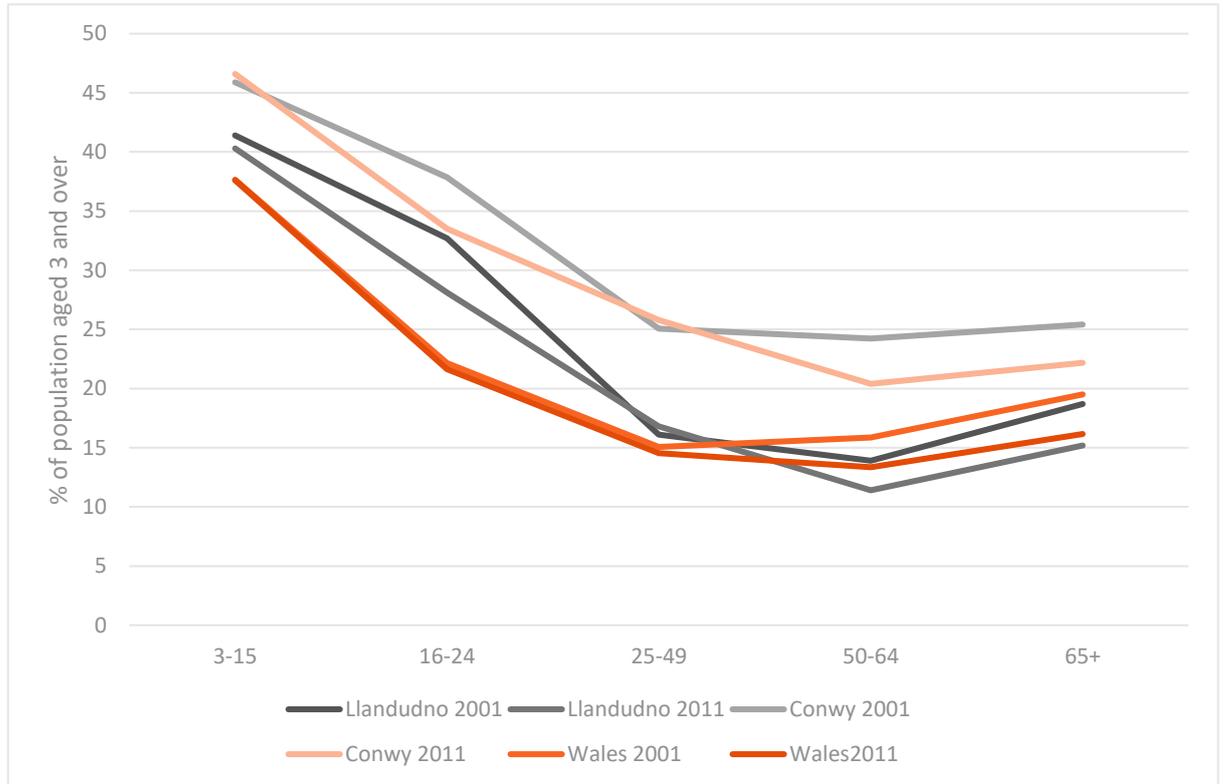
⁹ Percentage of the total population for each age group who could speak Welsh

¹⁰ Nomis: Census 2001: Sex and age by ability to speak Welsh (CAS146) (percentages calculated by Cadnant Planning Ltd)

¹¹ Nomis: Census 2011: Ability to speak Welsh skills by national identity by sex by age (DC2203WA) percentages calculated by Cadnant Planning Ltd)

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Figure 4.8 Number and proportion¹² of the population (aged 3 and over) who could speak Welsh by age group in Llandudno, Conwy and Wales, 2001¹³ and 2011¹⁴



- 4.13 Llandudno, Conwy and Wales experienced an overall reduction in the number and proportion of the population (aged 3 and over) who could speak Welsh between 2001 and 2011.
- 4.14 The 2011 Census estimated that in Conwy County Borough there were 30,600 people aged 3 or over who are able to speak Welsh. This is 27.4% of the population. For Wales as a whole, only 19% of the population were able to speak Welsh.
- 4.15 Figure 4.9 below provides a comparison of the number and percentage of Welsh speakers and non-Welsh speakers in Llandudno in 2011 (aged 3 years and over).

¹² Percentage of the total population for each age group who could speak Welsh

¹³ Nomis: Census 2001: Sex and age by ability to speak Welsh (CAS146) (percentages calculated by Cadnant Planning Ltd)

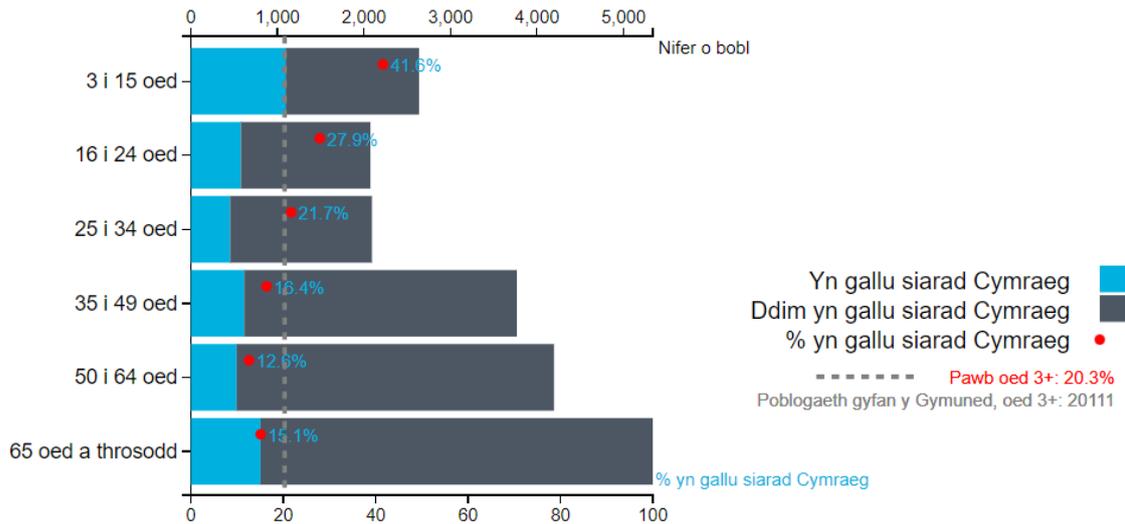
¹⁴ Nomis: Census 2011: Ability to speak Welsh skills by national identity by sex by age (DC2203WA) percentages calculated by Cadnant Planning Ltd)

Figure 4.9 Number and proportion of Welsh speakers (blue) and non-Welsh speakers (grey) by age group in Llandudno, 2011¹⁵

Llandudno (W04000903), Conwy

Nifer a % yn gallu siarad Cymraeg, yn ôl oed. Pawb 3 oed a throsodd.

Bydd rhagor o fanylion yn ymddangos os bydd y cyrchwr yn hofran uwchben rhan o golofn.



Ffynhonnell: Cyfrifiad 2011, tabl LC2106.

Trwydded: Hywel Jones [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/)

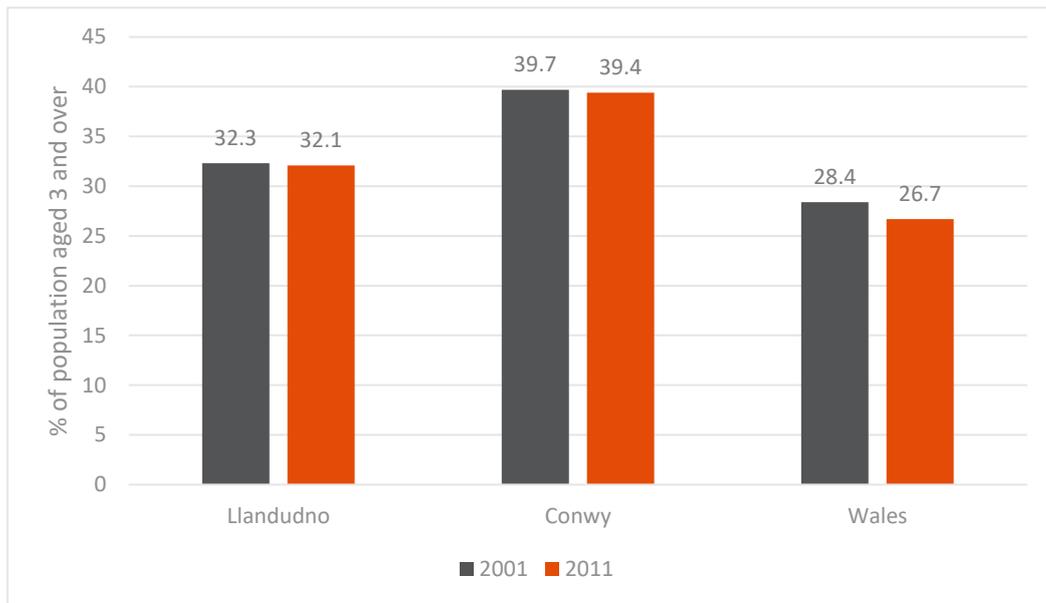
- 4.16 Llandudno has an ageing population, and this is clearly demonstrated from Figure 4.9 above, which shows the age groups of 50-64 year olds and 65 + year olds amounting to the highest numbers making up the population in Llandudno in 2011.
- 4.17 Of the 4,198 residents aged 50-64 years old, only 528 were Welsh speakers, amounting to a proportion of 12.6% of Welsh speakers within this age group. Of the 5,339 residents over the age of 65, only 805 were Welsh speakers, amounting to 15.1% of Welsh speakers within this age group. In comparison, the proportion of Welsh speakers amongst the populations of 3-15 year olds and 16-24 year olds was much higher (41.6% and 27.9% respectively).
- 4.18 In 2011, 27.4% of Conwy’s usual resident population aged 16 and over in employment spoke Welsh. Of the usual residents working within the construction industry in Conwy, 28.4% spoke Welsh.

¹⁵ Statiath: Nifer a % yn gallu siarad Cymraeg, yn ôl oed. Pawb 3 oed a throsodd in relation to Llandudno, Conwy (W04000903)

Welsh language skills

4.19 Figure 4.10 shows the percentage of the total population aged 3 and over with one or more skills in Welsh by area in 2001 and 2011.

Figure 4.10 Percentage of the total population aged 3 and over with one or more skills¹⁶ in Welsh by area in 2001¹⁷ and 2011¹⁸



4.20 Llandudno saw an increase in the number of persons (aged 3 and above) with one or more skills in Welsh (from 4,820 to 4,928), however, in terms of proportionally to the overall population increase, the percentage of people with one or more skills in Welsh decreased (-0.2%). The number and percentage of people who could speak and read Welsh increased, and the number of people who could speak but not read or write Welsh remained the same. When comparing the percentage of the overall 2011 population with one or more skills in Welsh, in Llandudno, the overall percentage 32.1% of the population is lower than across the county of Conwy as a whole, but is still 5.45% higher than Wales as a whole.

4.21 The Welsh Language Impact Assessment of the Conwy LDP, paragraph 2.1.3 stated that:

¹⁶ One or more skills in Welsh figure is calculated by deducting the number with no skills in Welsh from the total population aged 3 and over.

¹⁷ Nomis: Census 2001: Knowledge of Welsh (KS025) (percentages calculated by Cadnant Planning Ltd).

¹⁸ Nomis: Census 2011: Welsh language skills (KS207WA) (percentages calculated by Cadnant Planning Ltd).

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

5. Assessment

- 5.1 This section presents the potential effects of the proposed development on the community, Welsh language and culture.
- 5.2 The approach to the consideration of effects undertaken in this CLIA has been informed by the following national and local planning policy guidance and strategies, all of which are adopted except for *Planning and the Welsh Language: The Way Ahead*:
- *Planning and the Welsh Language: The Way Ahead* (Welsh Language Board, Home Builders Federation, Welsh Assembly Government, 2005);
 - *Supplementary Planning Guidance (SPG) 'LDP6: The Welsh Language'* (Conwy County Borough Council, 2014); and
 - *Technical Advice Note (TAN) 20 – Planning and the Welsh Language* (WG, 2017).
- 5.3 *Planning and the Welsh Language: The Way Ahead* offers best practice guidance on the matters that may be considered in CLIAs for project-specific development. This guidance has been replicated within the adopted SPG by CCBC.
- 5.4 Policy CTH/5 of the LDP requires the preparation of a Community and Linguistic Impact Assessment (CLIA) to accompany planning applications for housing applications for 20 units of more within the Urban Development Strategy Area.
- 5.5 The Community and Linguistic Impact Assessment (CLIA) of the Conwy LDP is contained in Appendix 1 of Revised Background Paper 33 'Language Impact Assessment' (August 2012) considers the impact of the Conwy LDP as a whole on the Welsh language. It should be noted that the evidence base relies on 1991 and 2001 Census data.
- 5.6 An assessment has therefore been undertaken in line with the methodology set out in SPG 'LDP6: The Welsh Language'.

Population characteristics

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

- Affect the balance of English/Welsh speakers (in a negative/positive way)?
- Lead to an absolute or proportional decline in the number of Welsh speakers?

2. Is the proposal likely to lead to either increased in- or out-migration?

- How will this impact on the number of Welsh speakers?
 - Would the change be permanent or temporary?
- 5.7 The proposed development would provide 55 retirement apartments for the elderly population. The proposed housing mix for the development would be as follows:
- 37 x one-bed apartments; and
 - 18 x two-bed apartments.
- 5.8 Llandudno is a popular area and has excellent facilities, services and links to other destinations within North Wales and beyond. The proposed scheme would provide a safe and secure area for residents to live independently, yet as part of a wider, integrated community promoted through the communal areas within the building. The apartments would be specifically catered to the elderly, for those looking to downsize to one- and two-bedroom units. The site is located within a sustainable area with good access to local facilities, services and public transport, thereby reducing the need to travel by private vehicle.
- 5.9 As the proposal is a residential scheme, any change that would be experienced would be permanent.
- 5.10 The Council's LHMA provides that between 2014 and 2015 the number of people aged 65 and over increased by 1.5%. In the ten-year period between 2005 and 2015, the 65+ age group increased by 4,750 people, a rise of 18.2%. The number of people aged 65 and over within Conwy is projected to increase continually until mid-2036 (end of the projection period). The rate of increase will be highest between mid-2011 and mid-2016 (over 10%) and from mid-2026 to mid-2031 (over 8%). The number of people aged 65 and over in Conwy's population is expected to be about 40,250 by 2035. This is an increase of 9,350 (30.3%) on 2015 figures.
- 5.11 Improved health and wellbeing is contributing to increasing life expectancy and the baby boomer generation reaching this age group are factors contributing to the expected increase in this demographic.
- 5.12 With an expected increase in the number of older persons, it is important to ensure their housing needs are identified and met.

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- 5.13 The proposed development would therefore contribute towards meeting the expected increase in demand for housing for the elderly within Llandudno. The occupancy of the units would be for elderly people, and it is expected that a large number of these would be local people looking to downsize to a one- or two-bedroom apartment.
- 5.14 McCarthy and Stone have carried out their own research, the results of which indicate that more than half of the residents that occupy current Residential Living accommodation come from within a 5-mile radius of the respective site. It is expected that the proposed development would have a proportion of residents from the local area.
- 5.15 The vast majority of the remainder would be moving to be closer to relatives (for example, to be closer to their children) or will have another link with the area (for example, they grew up there and are moving “home”). Therefore, it is reasonable to assume that many of the prospective residents would be local people with local ties and/or connections to Conwy.
- 5.16 Strategic marketing of the units with local estate agents would be undertaken to target local occupancies. The apartments will be priced in line with the local housing market, expected to appeal to local people.
- 5.17 Between 2001 and 2016, both Conwy and North Wales experienced an overall inflow of people for all ages. However, throughout this period, both Conwy and North Wales continuously experience a net outflow of younger people aged 15-29¹⁹. Therefore, one of the Conwy LDP’s priorities is to encourage the retention of younger people in their communities.
- 5.18 The provision of specialist housing for the elderly would mean that larger family, homes would become available for younger people and families, providing more opportunities for them to remain within the local area. Elderly residents who move into retirement housing often free up the family homes that they were previously under-occupying. The proposal will therefore contribute indirectly towards reducing out-migration of young Welsh speakers. In 2011, the age groups of 3-15 year olds (40.3%), 16-24 year olds (28.1%) and 25-49 year olds (16.8%) had a higher percentage of Welsh speakers when compared to the 50-64 year olds (11.4%) and 65+ year olds (15.2%). Therefore, the proposal would help to retain the Welsh speakers from these age groups within the local area.

¹⁹ StatsWales: Migration between local authorities in Wales and the rest of the UK (POPU5023).

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- 5.19 Conwy LDP Background Paper 2: Population and Household Projections, identifies migration as the key component to Conwy County's population growth. Population totals would decline year on year if not for in-migration.
- 5.20 Conwy County Borough Council has surveyed occupiers of newly built housing, considering where people have moved from and the occupiers' characteristics, including Welsh language ability. The 'New housing occupancy study Conwy County Borough Council' (2011) (hereafter referred to as '2011 survey') found that 56% of respondents previously lived in Conwy County Borough before moving to their current property; 18% moved from elsewhere in North Wales and 21% from the rest of the UK.
- 5.21 The results of the 2011 survey provide a good indicator that the majority of people moving into new homes are already living in either Conwy or North Wales.
- 5.22 The 2011 survey found that 68% of Welsh speaking households and 53% of non-Welsh speaking households moved from within Conwy County Borough. A further 17% of Welsh speakers moved from other areas of North Wales.
- 5.23 The occupiers of the proposed residential development are therefore likely to consist of a mixture of occupiers including ones from within Conwy County Borough as well as individuals from North Wales and other areas of Wales and the UK. The linguistic ability of the occupiers are also likely to include Welsh and non-Welsh speakers.
- 5.24 Furthermore, it is not possible to predict if future occupiers will be Welsh speakers or not. However, as an indicator, the 2011 survey found that 23% of the households used Welsh as a language in the home. Given that 22.3% of the population of Llandudno speak Welsh, if 23% of the households of the proposed development spoke Welsh at home, this would not have an unacceptable effect on the proportion of Welsh speakers in Llandudno.
- 5.25 Given that 56% of the occupiers in the 2011 survey previously lived in Conwy County Borough, and the proportion of Welsh speakers in Conwy as a whole (27.4%) is higher than that of Llandudno (22.3%), in-migration of occupiers from other areas of Conwy has the potential to positively contribute towards the absolute number of Welsh speakers in Llandudno. However, this would not be expected to have a noticeable effect on the use of the Welsh language within the community.
- 5.26 The proposed development has the potential to lead to in-migration of elderly people into Llandudno with its offer of comfortable, secure and serviced specialist living

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accommodation. It is expected that the proposed development will also accommodate some of Llandudno's existing population. Indeed, it is considered that the proposed location of development would be attractive to local people as well, due to the nature of the proposed accommodation and the convenient location of the site, being in close proximity to a wide range of services and facilities in Llandudno.

- 5.27 The proposal would provide specialist, secure housing for the elderly within a sustainable location, which will enable and encourage local people to stay in the local area. It is also expected that the development will be attractive to those living outside of Llandudno, but in neighbouring areas such as Denbighshire and Gwynedd, from which the site is easily accessible via public and private transport.
- 5.28 The provision of the development would help to meet the expected increase in demand for housing for the elderly within Conwy, and allow for local people to stay within the local area.
- 5.29 On balance, the proposal is not expected to negatively affect the overall proportion of Welsh speakers in Llandudno and detrimentally impact upon the use of the Welsh language profile of the area.
- 5.30 The development is not considered to contribute towards out-migration from Llandudno or Conwy County. To the contrary, the development will provide housing for local elderly people looking to down-size, and in turn, allow for larger, family homes to become available for the younger population. This would encourage young people, whom have been continuously out-migrating from Conwy County, to stay in their local area.
- 5.31 The proposed measures below would help to promote the Welsh language.

Overall effect

- 5.32 Neutral

Mitigation/enhancement measures

Incorporated measures

- Delivery of 55 retirement apartments to provide housing for elderly people in the county of Conwy, encouraging and enabling local people to remain within the area.

Additional mitigation/enhancement measures

- 5.33 In order to raise awareness of the Welsh language amongst non-Welsh speakers and encourage Welsh learners to use the language in the community of Llandudno, the following mitigation measures are proposed:
- Offer future residents information packs upon occupancy which includes information on opportunities to learn the language locally as well as opportunities to practice the use of the language at local based community events and organisations;
 - All advertising of the development and communication should be bilingual; and
 - All advertisements/signs erected as part of the proposed development should be bilingual.

3. Is the proposal likely to lead to a changing age structure for the community area?

- Could certain age groups leave or move into the area? Could traditional social networks be broken up?
- 5.34 The Conwy LDP acknowledges that the population of Conwy is ageing. The Council's LHMA provides that the number of people aged 65 and over within Conwy is projected to increase continually until mid-2036 (end of the projection period). The rate of increase will be highest between mid-2011 and mid-2016 (over 10%) and from mid-2026 to mid-2031 (over 8%). The number of people aged 65 and over in Conwy's population is expected to be about 40,250 by 2035. This is an increase of 9,350 (30.3%) from the figures in 2015. Therefore, there is expected to be an increasing need for suitable and accessible housing for older people in Conwy.
- 5.35 Furthermore, as demonstrated earlier in this report, the population of Llandudno is an ageing population, with the population of 50+ year olds amounting to the higher proportion of residents within the settlement than the younger age groups. As such, the proportion of older people to younger people is not expected to change as a result of the proposed development, which would provide living accommodation specifically for the elderly.
- 5.36 The proposal itself is not expected to lead to a change in the age population of Llandudno; however the proposal does seek to meet the identified need of the population, now and in the future, where it is predicted that there would be an increase in the number of older people for whom these units would be catered for.

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5.37 The proposal offers specialist housing for the elderly, for those looking to downsize to one- and two-bedroom units. The delivery of such housing would provide an opportunity for local people (including Welsh speakers) to remain in the area. Elderly residents who move into retirement housing often free up the family homes that they were previously under-occupying, which would allow more housing opportunities for young people and families to remain within the area. Therefore, the proposal will also help to reduce the out-migration of young Welsh speakers from the local area.

Overall effect

5.38 Neutral.

Mitigation/enhancement measures

Incorporated measures

- Delivery of 55 retirement apartments to provide housing for elderly people in the county of Conwy, encouraging and enabling local people to remain within the area.

Additional mitigation/enhancement measures

5.39 Based on the assessment, no additional mitigation is considered to be necessary.

Quality of life

4. Is the proposal likely to have an impact on the quality of life of the local people?

- Might the proposal impact on the health and amenity of the community?
- Might it increase the risk of crime or violence in the community?

5.40 During construction, the proposed development will result in some noise effects associated with a conventional construction site; however, those effects on nearby residential receptors are not expected to be significant. Additionally, it is expected that a condition would be attached to any permission granted requiring the submission and approval of a Construction Method Statement, which would identify the proposed ways of working during construction, including working hours.

5.41 The new guidance published by Welsh Government, Building Better Places, emphasises the importance of health and well-being moving forward from the Covid-19 pandemic. The need for good accessibility to recreation and natural spaces has

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become apparent. The guidance also notes the importance of building homes that will last a lifetime and be made resilient and adaptable to future pandemics should they occur again. The guidance states that moving forward, homes need to be “great places to live”.

- 5.42 The proposed apartments will have good quality internal layouts, adequate circulation space and will be accessible, in line with this guidance. The proposal will also be constructed to a high quality and will be properly insulated and ventilated, providing conditions that are conducive to good health.
- 5.43 A report produced by WPI Strategy and Homes for Later Living “Healthier and Happier” (September 2019) provides an analysis of the fiscal and well-being benefits of speciality housing suitably designed for elderly people, such as that proposed within the current application.
- 5.44 The report concludes that the provision of such accommodation helps to reduce the risk of health issues experienced by residents, which contributes towards fiscal savings for the NHS and social care services of approximately £3,500 per year. Furthermore, the provision of 30,000 more retirement housing units every year for the next 10 years would generate fiscal savings across the NHS and social services of £2.1 billion per year²⁰. This demonstrates the extent of health benefits for the provision of such housing.
- 5.45 The report also found that the provision of these homes resulted improvements to the well-being of the elderly population; on a selection of national well-being criteria such as happiness and life satisfaction, an average person aged 80 feels as good as someone 10 years younger, after moving from mainstream housing into housing specially designed for later living.
- 5.46 Therefore, it is clear that the proposed development would result in health and well-being benefits to residents, improving the quality of life of residents accordingly.
- 5.47 The site is also located in close proximity to West Shore Beach, North Shore Beach, Llandudno Promenade, Trinity Park, Llandudno Cricket Club and the Great Orme in Llandudno, providing access to a pleasant environment for recreational activities.
- 5.48 The proposed scheme complies with Policy DP/3 of the Conwy LDP which relates to sustainable development principles, design quality and reducing crime.

²⁰ WPI Strategy and Homes for Later Living. *Healthier and Happier* (September 2019)

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- 5.49 There is no reason to believe that an adverse effect would arise in terms of crime and violence reducing the desirability to live in the community, which would affect the well-being of the Welsh language in Llandudno. Indeed, the proposed development would provide safe and secure housing for the elderly population, including those who are vulnerable. Residential Living provides secure entry, a House Manager, Care Line and a close community sharing development; therefore, the threat of crime is expected to be reduced.
- 5.50 Overall, the proposed residential development will positively contribute towards the quality of life of the occupiers of the development as well as the nearby community.

Overall effect

- 5.51 Beneficial

Mitigation/enhancement measures

Incorporated measures

- Inclusion of design principles for reducing the likelihood of crime within site layout;
- Provision of secure entry, a House Manager, Care Line and a close community sharing development;
- Location in close proximity to a range of recreational space and public open space, which can contribute positively towards occupiers' health and well-being; and
- Compliance with Policy DP/3 of the Conwy LDP which relates to sustainable development principles, design quality and reducing crime.

Additional mitigation/enhancement measures

- 5.52 Based on the assessment, no additional mitigation/enhancement measures are considered to be necessary.

Economic factors

5. Is the proposal likely to have a detrimental impact on local business and local jobs?

- Might it potentially lead to local Welsh speaking businesses closing down?
- Might it potentially create or threaten local jobs?

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- 5.53 The proposal relates to a residential development within the development boundary of Llandudno which is identified as a strategic hub, being in an accessible and sustainable location, which includes a distribution of allocated employment land.
- 5.54 Delivering the proposed residential development within the sustainable and accessible strategic hubs of Llandudno will support existing and new businesses, which will assist local communities to prosper. This will contribute towards promoting and protecting a sustainable economy, safeguarding the future viability of existing and new businesses. This is an indirect, positive impact as a result of the development.
- 5.55 The Welsh Government recognise the synergy between nurturing economic growth, jobs, wealth-creation and the well-being of the Welsh language²¹. Therefore delivering the proposed residential development in the strategic hub of Llandudno, which includes a range of shops, cafes, public houses, theatre and tourist attractions has the potential to contribute towards the synergy between the economy and the Welsh language.
- 5.56 A report produced by WPI Strategy and Homes for Later Living “Silver saviours for the High Street” (February 2021) supports this, providing that people living in retirement living (such as that proposed) generate £550,000 of spending per year and £347,000 of this is spent on the local high street. Some £225,000 is spent within the local authority, which contributes directly to keeping local shops open. From these figures, the report estimates that a typical retirement housing development has the potential to support more than three local retail jobs and contribute £2.25 million of GVA (Gross Value Added) to the high street²².
- 5.57 The development is not expected to lead to any local businesses closing down. The site is located on the corner with Gloddaeth Avenue, and is within walking distances from a wide range of services and facilities available in Llandudno, and it is expected that future residents would utilise these in their every-day lives.
- 5.58 The proposed development would provide employment opportunities in both short term and long term in nature; in the short term, the proposal will offer employment opportunities for those contracted to develop and build the scheme.

²¹ Welsh Government. 2014. *A living language: a language for living – Moving forward Policy Statement*. [Online] Available from: <http://gov.wales/docs/dcells/publications/140806-living-language-moving-forward-en.pdf>

²² WPI Strategy and Homes for Later Living. *Silver saviours for the High Street* (February 2021).

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- 5.59 For a single development of 45 retirement units, a local authority could expect to see benefits of 85 construction jobs for the duration of the build²³.
- 5.60 Construction and maintenance skills will be required during and after the development. The appropriate skills are to be found in the local area of Conwy where 28.4% of the population (aged 3 and over) working in construction were Welsh speakers in 2011²⁴. McCarthy and Stone are committed to using local companies and contractors within the construction profession. Therefore, it is expected that a high percentage of local companies will be able to communicate through the medium of Welsh.
- 5.61 The proposed Retirement Living development will also generate long term employment opportunities. Staff are required to provide day-time cover for the benefit of residents, including a House Manager, support staff maintaining all the communal areas within the scheme and grounds management. In total, a typical Residential Living development provides one full time permanent staff position, with around three estate management part-time posts for cleaners, window cleaners, gardeners, etc. This would provide employment opportunities for local people within the area.

Overall effect

- 5.62 Beneficial

Mitigation/enhancement measures

Incorporated measures

- Local employment opportunities during the construction and maintenance phases of development;
- Creation of new long-term employment opportunities for local people at the Residential Living premises;
- Commitment to using local companies and contractors where possible;
- Potential for future development of services and facilities within the local area, which would lead to the creation of local jobs and businesses within the area;
- Future residents would use and access existing local businesses, services and facilities within the local area.

Proposed measures

²³ WPI Strategy and Homes for Later Living. *Silver saviours for the High Street* (February 2021).

²⁴ NOMIS: Census 2011: Ability to speak Welsh skills by national identity by sex by age (DC2203WA) (percentages calculated by Cadnant Planning Ltd)

5.63 Based on the assessment, no additional mitigation is considered to be necessary.

6. Is the proposal likely to lead to greater economic diversity in the community (or wider area)?

- Might it potentially lead to increased in-migration of non-Welsh speakers due to greater economic diversification?

5.64 As the development is for a residential development only, it is not likely to result in any significant impact on the economic diversity in the community or wider area.

5.65 As a whole, the CLIA of the Conwy LDP does not envisage that the LDP will lead to significant in-migration of non-Welsh speakers due to greater economic diversification. The CLIA considered that there will almost certainly be some in migration (which could realistically include Welsh speakers from communities in Gwynedd and Denbighshire and elsewhere in Wales) but that this should be considered alongside the LDP's aim to retain both younger people and those with skills.

5.66 Llandudno is identified as an Urban Area and a Strategic Hub, where employment and housing developments is to be delivered as part of the Conwy LDP's economic strategy which will contribute towards promoting a more balanced and skilled age structure and a positive means to promoting and retaining a younger and more economically active population.

5.67 Delivering the proposed residential development will therefore positively contribute towards retaining the younger population of the county and those who are economically active. However, increasing the economic diversity of Llandudno also has the potential to lead to in-migration, which has been discussed in greater details in question 2. Based on the findings of the 2011 survey, occupants of new housing are likely to consist of both Welsh and non-Welsh speakers, with the majority (56%) of households moving from other areas of Conwy county.

5.68 Given that the proportion of Welsh speakers in Conwy as a whole (27.4%) is higher than that of Llandudno (22.3%), in-migration of occupiers from other areas of Conwy county could beneficially contribute towards the absolute number of Welsh speakers in Llandudno as a result of the development.

Overall effect

5.69 Neutral.

Mitigation/enhancement measures

Incorporated measures

- Delivery of 55 retirement apartments to provide housing for elderly people in the county of Conwy, encouraging and enabling local people to remain within the area.

Proposed measures

5.70 Based on the assessment, no additional mitigation is considered to be necessary.

7. Is the proposal likely to have an impact on local wage/salary levels and/or house prices?

- Might the proposal increase/decrease salary levels due to increased competition?
- Might it force local Welsh speaking people to leave the community due to house prices, or prevent them from returning?

5.71 The proposal is for housing, and therefore it not considered to have any impact on local wages or salaries.

5.72 The proposed development would be aimed at local, elderly people and would be priced in line with the local housing market. Therefore, it is not anticipated that the development would impact upon the average cost of housing within the area as the units would cater for a specific need.

5.73 Indeed, the LHMA provides that the number of people aged 65 and over within Conwy is projected to increase continually until mid-2036 (end of the projection period). The proposed development would help to contribute significantly to meeting the demand for housing to this projected population, allowing for local people to remain within the area.

Overall effect

5.74 Neutral.

Mitigation/enhancement measures

Incorporated measures

- Delivery of 55 retirement apartments to provide housing for elderly people in the county of Conwy, encouraging and enabling local people to remain within the area.

Proposed measures

5.75 Based on the assessment, no additional mitigation is considered to be necessary.

Infrastructure supply

8. Is the proposal likely to have an impact on local infrastructure and services provision?

- Might the proposal threaten or secure local Welsh medium schools and/or health care facilities?
- Might it threaten or secure local shops/post offices/banks/pubs in Welsh speaking communities, forcing certain sections of the population out of the area?

5.76 The development could increase the demand for local facilities and services within the area. Policy HOU/11 requires new care accommodation is located within the settlement boundaries of the Urban Development Strategy Areas or Tier 1 Main Villages. Llandudno is identified as an Urban Development Strategy Area, in line with this policy.

5.77 The LDP states that Llandudno provides an important cultural, social and economic role to the Plan Area and is situated along a strong strategic rail and road corridor. It provides a wide range of services and access to public transport. Therefore, the proposed development is not expected to increase the demand on local facilities and services which is beyond their capacity within this Urban Development Strategy Area.

5.78 The application site itself is located in easy walking distance to a number of local facilities and services, such as Llandudno Post Office, Sainsbury's Local, Londis, Marks and Spencer and a large number of local eateries/cafes/take-aways. The provision of the development proposed would help to support these local establishments and businesses through the provision of additional customers.

5.79 As the proposed development would be restricted to residential units for the elderly, occupants would be 60 years of age or older. Therefore, it is not considered the proposal would generate the requirement for any pre-school or school places.

5.80 The proposal is not expected to have an unacceptable effect upon local infrastructure and service provision, therefore, it is considered that the proposed development will have a neutral effect.

Overall effect

5.81 Neutral

Mitigation/enhancement measures

Incorporated measures

- Delivery of 55 retirement apartments to provide housing for elderly people whom would utilise the local facilities and services within the local area, helping to support local establishments and businesses.

Additional mitigation/enhancement measures

5.82 Based on the assessment, no additional mitigation/enhancement measures are considered to be necessary.

Social and cultural aspects

9. Will the proposal potentially lead to social tensions, conflict or serious divisions within the (Welsh speaking) community?

- Might the proposal have a significant uneven effect on different parts of the local community?
- Might it violate traditional values of certain parts of the community?

5.83 Llandudno currently contains a proportion of both Welsh and non-Welsh speaking households and there are currently no social tensions between the balance of Welsh and non-Welsh speakers.

5.84 The proposal offers specialist housing for the elderly, for those looking to downsize to one- and two-bedroom units. The delivery of such housing would provide an opportunity for local people (including Welsh speakers) to remain in the area and maintain their local ties/connections.

5.85 Furthermore, the provision of specialist housing for the elderly would mean that larger family homes would become available for younger people and families, providing more opportunities for them to remain within the local area. Elderly residents who move into retirement housing often free up the family homes that they were previously under-occupying. The proposal will therefore help to reduce the out-migration of young Welsh speakers. In 2011, the age groups of 3-15 year olds (40.3%), 16-24 year olds (28.1%) and 25-49 year olds (16.8%) had a higher percentage of Welsh speakers when compared to the 50-64 year olds (11.4%) and 65+ year olds (15.2%). Therefore, the

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proposal would help to retain the Welsh speakers from these age groups within the local area.

- 5.86 The 2011 survey found that the majority of the occupants of new housing moved from other areas of Conwy County Borough and given that there are currently no social tensions between the local population, there is no reason to believe that the proposed development will lead to any tensions, conflict or serious divisions with the Welsh speaking community.

Overall effect

- 5.87 Neutral

Mitigation/enhancement measures

Incorporated measures

- Delivery of 55 retirement apartments to provide housing for elderly people in the county of Conwy, encouraging and enabling local people to remain within the area.

Proposed measures

- 5.88 Based on the assessment, no additional mitigation is considered to be necessary.

10. Will the proposal potentially lead to changes in local Welsh traditions/culture?

- Might the proposal force local members of local voluntary/activity/youth groups out of area due to unemployment/high house prices?
- 5.89 Providing specialist, serviced housing for the elderly population will provide an opportunity for local, elderly people, which includes a percentage of Welsh speakers, to remain in their local community.
- 5.90 Providing opportunities for the local population (which includes a proportion of Welsh speakers) to remain in their local area, will help retain those populations who are active members of local voluntary/activity groups such as Merched y Wawr and Côr Meibion Maelgwn (male choir). Welsh traditions and culture are often built upon social and cultural networks, such as these groups, participation in which is through the medium of Welsh.

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5.91 As stated previously in this report, the proposed scheme will provide residential opportunities for elderly people looking to downsize to a one- and two-bedroom property, to live in an accessible and sustainable location. The Council's LHMA identified that Conwy has one of the highest proportions of population aged over 65 in the UK; the proposed development would help to provide suitable housing for this population.

5.92 Given the findings of the 2011 survey, that the majority of occupants of new housing have moved from other areas of Conwy CB, it can be assumed that this could also be the case with regards to this retirement living development. It is not anticipated that the development will have a detrimental impact on local Welsh traditions and culture.

Overall effect

5.93 Neutral

Mitigation/enhancement measures

Incorporated measures

- Delivery of 55 retirement apartments to provide housing for elderly people in the county of Conwy, encouraging and enabling local people to remain within the area.

Proposed measures

5.94 The development is perceived to have an overall neutral impact on the community as a whole when considering the embedded mitigation.

5.95 In order to raise awareness amongst non-Welsh speakers about Welsh traditions and culture, which are closely interlinked with the Welsh language, information packs will be provided to new occupiers, providing information about local Welsh traditions and culture, local organisations and events which provide an opportunity for Welsh and non-Welsh speakers to use and learn the language together with information about local language initiatives run local by organisations such as Menter Iaith Conwy.

11. Is the proposal likely to have an impact on the use of the Welsh language in the community?

- Might the proposal lead to less use of Welsh language in the community? Reasons for this: Welsh speakers is less of a %, language change in specific social networks,

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lack of Welsh services provision in light of the development, education, child care etc.

- Is the proposal likely to lead to more use of the Welsh language in the community?
- 5.96 Evidence shows that there is a strong correlation between the viability and survival of a language and the existence of geographical areas where that language is predominant. A high density of speakers is also required for Welsh to be an everyday language of a community (Welsh Government, 2014).
- 5.97 The density of the Welsh speaking population is key to prosperity of the language and this is reflected by community activity through the medium of Welsh. Community and cultural activities within a local area contribute towards the value of the language and also create a feeling of belonging to a community or area (hunaniaith, 2014).
- 5.98 The application lies within the development boundary of Llandudno where the proportion of Welsh speakers in 2011 was 22.3%. Whilst the Welsh language is considered to be used by a proportion of the community of Llandudno, it is not considered to be the everyday language of the community, as it has long been argued that a 70% proportion of the population density of speakers is required in order for Welsh to be an everyday language of the community (Welsh Government, 2012). The proportion of Welsh speakers in Llandudno is significantly lower than the 70% considered to be necessary for Welsh to be the everyday language of the community.
- 5.99 However, as previously mentioned in question 10, in Conwy there is provision of Welsh-medium social opportunities which promote the Welsh language and culture within the community such as Merched y Wawr and Côr Meibion Maelgwn, which would appeal to older people.
- 5.100 The proposed scheme will provide residential opportunities for elderly people looking to downsize to a one- and two-bedroom property, to live in an accessible and sustainable location.
- 5.101 McCarthy and Stone have carried out their own research for their existing Residential Living accommodations, the results of which indicate that more than half of the residents come from within a 5 mile radius of the respective site. It is expected that the proposed development would result in a similar level of occupancy from local people.
- 5.102 The vast majority of the remainder would be moving to be closer to relatives (for example, to be closer to their children) or will have another link with the area (for

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example, they grew up there and are moving “home”). Therefore, it is reasonable to assume that many of the prospective residents would be local people with local ties and/or connections to Conwy.

5.103 In line with the above, the findings of the 2011 survey demonstrated that occupants of new housing are likely to consist of both Welsh and non-Welsh speakers, with the majority (56%) of households moving from other areas of Conwy County Borough.

5.104 Given that the proportion of Welsh speakers in Conwy as a whole (27.4%) is higher than that of Llandudno (22.3%), in-migration of occupiers from other areas of Conwy CB could positively contribute towards the absolute number of Welsh speakers in Llandudno as a result of the development. However, this is not expected to have a noticeable effect on the use of the language within the community.

5.105 Overall, it is not considered that the proposed development will have a detrimental impact on the proportion of Welsh speakers in Llandudno and therefore the use of the Welsh language within the community.

Overall effect

5.106 Neutral

Mitigation/enhancement measures

Incorporated measures

- None.

Additional mitigation/enhancement measures

- Offer future residents information packs upon occupancy which includes information on opportunities to learn the language locally as well as opportunities to practice the use of the language at local based community events and organisations;
- All advertising of the development and communication should be bilingual; and
- All advertisements/signs erected as part of the proposed development should be bilingual.

Overall Impact Assessment Index

	Base Index Score	Dimensional Index Score	Overall Base Index Score
Population characteristics			+0.18
Q1	0	0	
Q2	0		
Q3	0		
Quality of life			
Q4	+1	+1	
Economic factors			
Q5	+1	+0.33	
Q6	0		
Q7	0		
Infrastructure supply			
Q8	0	0	
Social and cultural aspects			
Q9	0	0	
Q10	0		
Q11	0		

5.107 The overall effect of the development is positive on the community and the Welsh language. However, the assessment identifies incorporated measures which already form an integral part of the proposed scheme together with additional mitigation/enhancement measures which are considered to be necessary to make the proposed development acceptable.

6. Conclusion and proposed mitigation and enhancement measures

- 6.1 The proposal relates to a residential scheme for 55 retirement apartments comprising of one- and two- apartments on a piece of land currently used as a car park known as Maelgwyn Road car park, and is located at the corner of Maelgwyn Road and Gloddaeth Avenue.
- 6.2 By virtue of the nature of the proposed development, it is not anticipated that the proposal would result in a significant increase of the local population in a way which could negatively effect upon the Welsh language characteristics of the area of Llandudno. The proposed development would allow for the local elderly population to move into accommodation that enables them to remain living independently within the community and out of institutions, whilst enjoying peace of mind and receiving the support that they need. It would appeal to those looking to downsize to one- and two-bedroom apartments, thereby moving out of larger, family homes which would be made available to the younger population in the area, as a result.
- 6.3 When considering the overall effect of the proposed development on the Welsh language in Llandudno, an important consideration, is the effect on the proportion of Welsh speakers.
- 6.4 The site lies in the built-up area of Llandudno where 22.3% of the population spoke Welsh in 2011. It is expected that there would be in-migration of people from other areas within Conwy (which as a whole has a higher proportion of Welsh speakers (27.4%) than Llandudno (22.3%)), as well as neighbouring areas such as Gwynedd (which recorded 65.4% of its population as Welsh speakers in 2011).
- 6.5 This has the potential to positively contribute towards the absolute number of Welsh speakers in Llandudno. However this is not expected to have a noticeable effect on the use of Welsh within the community.
- 6.6 On balance, the development is not expected to have a detrimental effect on the proportion of Welsh speakers in the community of Llandudno.

Summary of mitigation/enhancement measures

Incorporated measures

6.7 The following are a summary of the embedded mitigation which forms an integral part of the proposed development:

- Delivery of 55 retirement apartments to provide housing for elderly people in the county of Conwy, encouraging and enabling local people to remain within the area;
- Local employment opportunities during the construction and maintenance phases of development;
- Creation of new long-term employment opportunities for local people at the Retirement Living premises;
- Potential for future development of services and facilities within the local area, which would lead to the creation of local jobs and businesses within the area;
- Future residents would use and access existing local businesses, services and facilities within the local area.
- Inclusion of design principles for reducing the likelihood of crime within site layout;
- Provision of secure entry, a House Manager, Care Line and a close community sharing development;
- Location in close proximity to a range of recreational space and public open space, which can contribute positively towards occupiers' health and well-being; and
- Compliance with Policy DP/3 of the Conwy LDP which relates to sustainable development principles, design quality and reducing crime.

Proposed additional mitigation/enhancement measures

6.8 As a result of the assessment presented in Section 5, the following are measures which are considered to be appropriate to mitigate negative and enhance positive effect of the development:

- Offer future residents information packs upon occupancy which includes information on opportunities to learn the language locally as well as opportunities to practice the use of the language at local based community events and organisations;
- Commitment to using local companies and contractors where possible;
- All advertising of the development and communication should be bilingual; and
- All advertisements/signs erected as part of the proposed development should be bilingual.

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