

# CADNANT

PLANNING

**PLAS PENRHYN, PENRHYN BAY**  
**WELSH LANGUAGE STATEMENT**  
ADRA  
27 JULY 2020  
2020.100

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## Welsh Language Statement



Status of report:	Issue	V1.0	28 July 2020
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Document control:	CAD.05		

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# 1. Introduction

- 1.1 This Welsh Language Statement (WLS) accompanies a full planning application by Adra for the erection of 21 affordable dwellings at a plot of land off Plas Penrhyn, Penrhyn Bay, Conwy LL30 3EU.
- 1.2 The scheme is in partnership between Adra, North Wales Housing Association and Conwy County Borough Council (CCBC).
- 1.3 The site is an allocated site for housing development, as confirmed by the proposals map within the Conwy Adopted Local Development Plan 2007-2022 (LDP). Policy CTH/5 of the LDP and CCBC Supplementary Planning Guidance (SPG) LDP6 – The Welsh Language provides advice on when a Community Linguistic Statement is required for a development.
- 1.4 Given the site is an allocated site for housing in the Conwy LDP for residential development, its suitability and appropriateness to accommodate residential development, and the impact of its development on the Welsh language has been previously assessed as part of the preparation of the Conwy LDP. The effect of the residential development on the Welsh language has been considered as acceptable subject to details of mitigation measures being submitted by the applicant at planning application stage.
- 1.5 This WLS has been undertaken in order to develop proposed measures for enhancing beneficial effects and mitigate adverse effects identified.
- 1.6 This WLS presents an overview of the proposed development, of planning policy guidance relating to the Welsh language and the Welsh language profile of Penrhyn Bay. Section 4 then considers the effects of the proposed development and Section 5 summarises the overall perceived effects which arise from the proposed development.
- 1.7 The Welsh language plays an important role in the social, cultural and economic life of the Plan area's residents and visitors. Where development is proposed, consideration must be given to the enhancement and protection of the language and culture.
- 1.8 This statement should be read giving full regard to the application's accompanying documentation.

## 2. Proposed development

- 2.1 The proposed development comprises the erection of 21 dwellings on the plot of land off Plas Penrhyn, Penrhyn Bay. The site is allocated for 30 dwellings in the LDP.
- 2.2 All of the properties are to be 100% affordable units and will be managed and let by the Adra, North Wales Housing Association and CCBC.
- 2.3 The proposed housing mix and tenure type comprises of the following:
- 2 x 3-bed homes to be for Rent to Own Tenure (RTO);
  - 2 x 2-bed homes to be for RTO;
  - 2 x 3-bed homes to be for Intermediate Rent (I/R);
  - 2 x 2-bed homes to be for I/R;
  - 4 x 2-bed bungalows to be for Social Rent (S/R);
  - 1 x 2-bed detached bungalow (Specialist DDA Home to be S/R);
  - 4 x 3-bed homes to be for S/R;
  - 4 x 2-bed homes to be for S/R.
- 2.4 Full details of the proposed development are provided in the plans and associated documents accompanying the application.

### 3. Legislation, policy and guidance

- 3.1 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 is provided in tables 3.1-3.6.

**Table 3.1 National planning and language legislation**

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

**Table 3.2 National planning policy and language policy framework**

Document	Summary
<i>Planning Policy Wales</i> (Edition 10) (Welsh Government, 2018)	<i>Planning Policy Wales</i> (PPW) acknowledges that the Welsh language is part of the social and cultural fabric of Wales and that the Welsh Government is committed to ensuring that the Welsh language is supported and encouraged to flourish as a language of many communities all over Wales.
Technical Advice Note (TAN) 20 – Planning and the Welsh Language (Welsh Government, 2017)	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

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	<p>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"> <li>• The link between planning for the Welsh language through land-use planning and community planning;</li> <li>• Providing clarification that decision makers may take the language into account where it is material to the application;</li> <li>• Allow language impact assessments in certain specified circumstances.</li> </ul>
Wales Spatial Plan (2008 update) (Welsh Government, 2008)	<p>The Wales Spatial Plan introduces a strategic framework for directing development and policy interventions in Wales in the future. It identifies that <i>“the Welsh language has a significant role to play in our communities and should be promoted as a positive attribute to the area”</i>.</p>

**Table 3.3 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"> <li>• Increasing the number of Welsh speakers;</li> <li>• Increasing the use of Welsh; and</li> <li>• Creating favourable conditions – infrastructure and context.</li> </ul>

**Table 3.4 Local planning policies**

Document	Summary
<i>Conwy Local Development Plan (2007-2022)</i> (CCBC, 2013)	<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</p>

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	<p>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>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>CCBC's Supplementary Planning Guidance (SPG) – LDP6 – The Welsh Language (CCBC, 2014)</i></p>	<p>Offers guidance on the details to be considered within a WLS. Consideration has been given to that guidance when undertaking this WLS.</p>

**Table 3.6 Other relevant guidance**

Document	Summary
<p><i>Planning and the Welsh Language: The Way Ahead (Welsh Language Board, Home Builders Federation and Welsh Assembly Government, 2005)</i></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. The document provides best practice guidance.</p>
<p><i>Replacement Local Development Plan 2018 02033 Background Paper – BP 48: New housing occupancy study (January 2018)</i></p>	<p>The results of a new housing occupancy survey, including information collected about the Welsh language skills of new housing occupants to help understand the possible impact of new development on Welsh speaking communities in the area.</p>

## 4. Welsh language profile

4.1 The application site is located in the county of Conwy, within the town of Penrhyn Bay, and within the ward of Penrhyn. Data for the Penrhyn ward has been used to present a baseline for the local area surrounding the application site. Three geographical boundaries are used for comparison purposes, those being Penrhyn, the county of Conwy and Wales.

**Figure 4.1 Map showing the ward of Penrhyn outlined in red in the context of the surrounding wards in Conwy (Penrhyn Ward Profile 2019)**



4.2 Table 4.1 shows the resident population for Penrhyn ward, Conwy and Wales in 2001 and 2011. Penrhyn, Conwy and Wales saw an increase in population of 106 people, 5,632 people and 160,371 people respectively between 2001 and 2011.

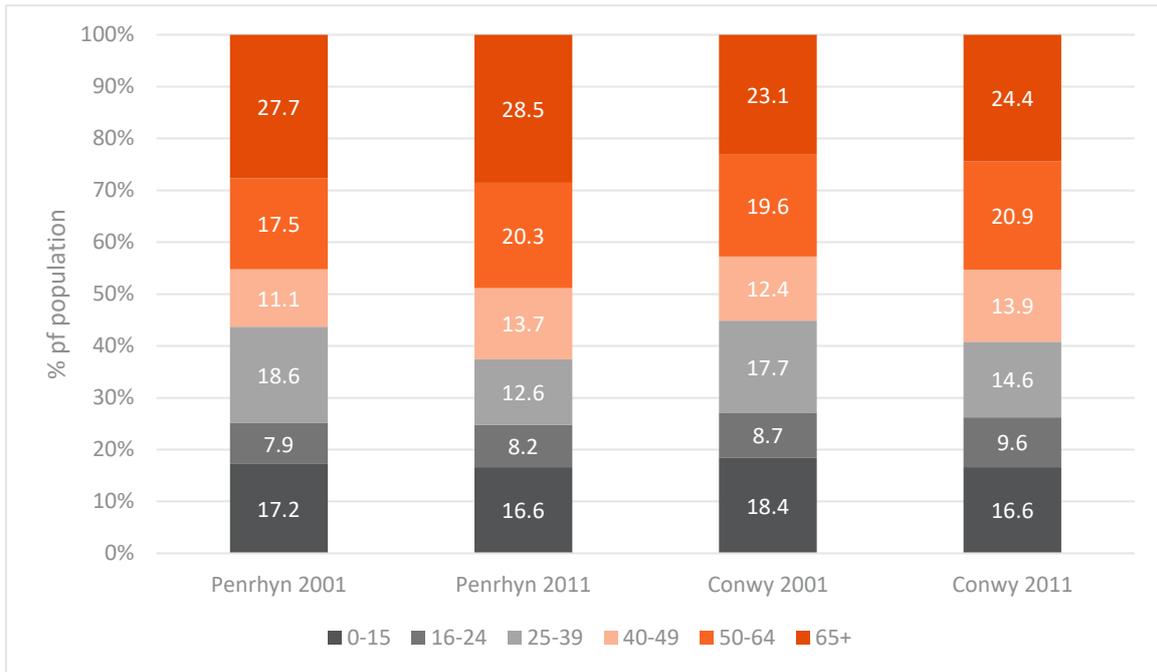
**Table 4.1 Resident population 2001-2011 (Nomis Census 2001 and 2011)**

Area	Resident population	
	2001	2011
Penrhyn	4,777	4,883
Conwy	109,596	115,228
Wales	2,903,085	3,063,456

4.3 Figure 4.2 shows the population age structure for Penrhyn and Conwy in 2001 and 2011. Both Penrhyn and Conwy experienced a reduction in the proportions of the population aged 0 to 15 and 25 to 39 and an increase in the proportion of the population of the remaining age groups.

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**Figure 4.2 Population age structure 2001 – 2011 (Nomis Census 2001 and 2011)**



## Welsh speakers

4.4 Table 4.2 shows the number of Welsh speakers and percentage of the total population (aged 3 and over) of Penrhyn, Conwy and Wales in 2001 and 2011.

**Table 4.2 Number of Welsh speakers and percentage of the total population (aged 3 and over) by area, 2001 and 2011 (Nomis Census 2001, Penrhyn Ward Profile 2019)**

Wards	2001			2011		
	Total population (aged 3 and over)	Welsh speakers		Total population (aged 3 and over)	Welsh speakers	
	Number	Number	% of total population	Number	Number	% of total population
Penrhyn	4,775	1,030	21.6	4,770	1,092	22.9
Conwy	106,316	31,042	29.2	111,724	30,600	27.4
Wales	2,805,701	575,640	20.5	2,955,841	562,016	19.0

4.5 It can be seen from the above table that the status of the Welsh language within the Penrhyn ward is relatively low; the percentage of the population that spoke Welsh in

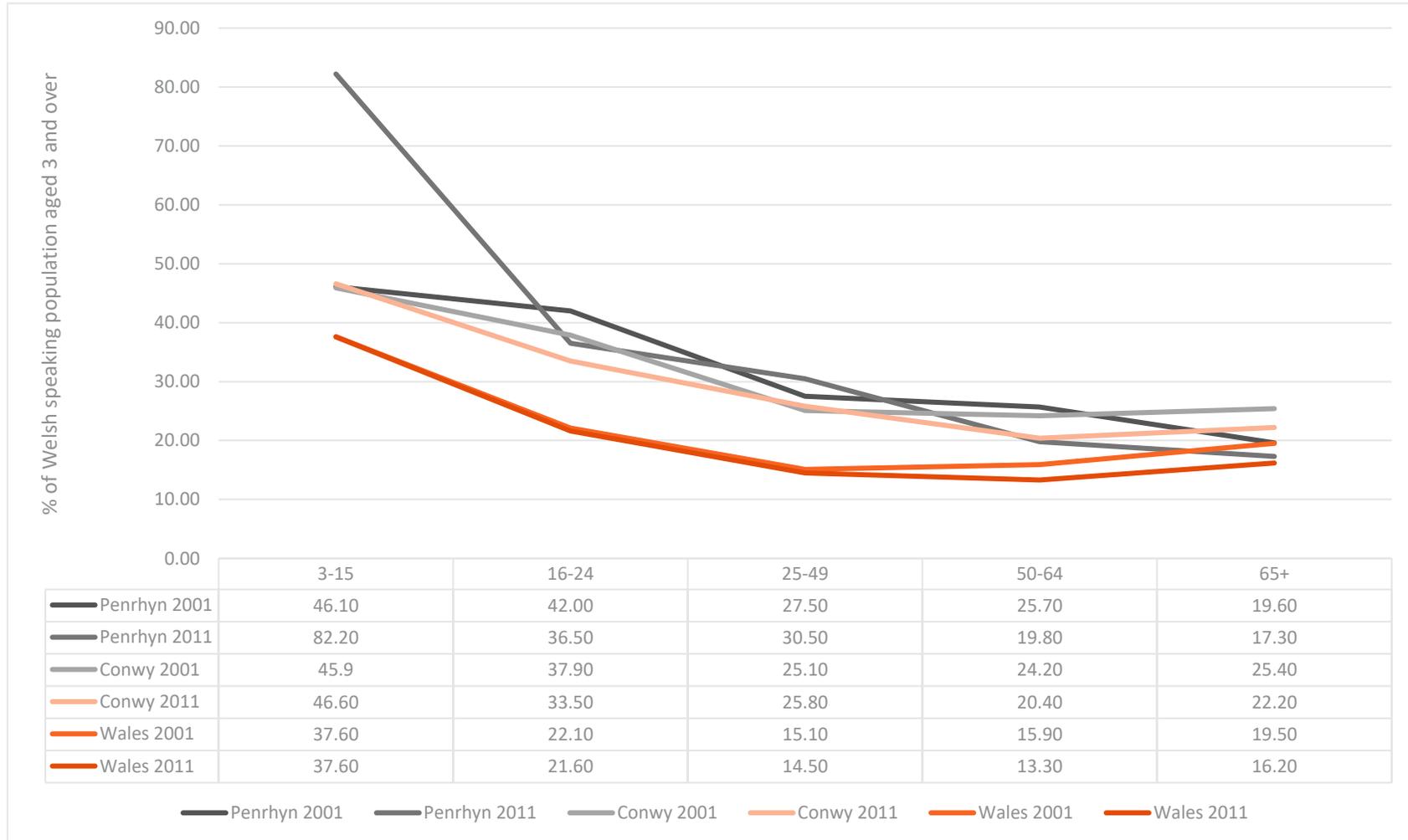
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2001 and 2011 was lower than Conwy in 2001 and 2011. However, the percentage of Welsh speakers was greater than the national average of Wales in both years, although only marginally.

Figure 4.3 provides information on the proportion of Welsh speakers by age group in 2001 and 2011 for Penrhyn ward, Conwy and Wales.

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**Figure 4.3 Proportion of the population (aged 3 and over) who could speak Welsh by age group, 2001 and 2011**



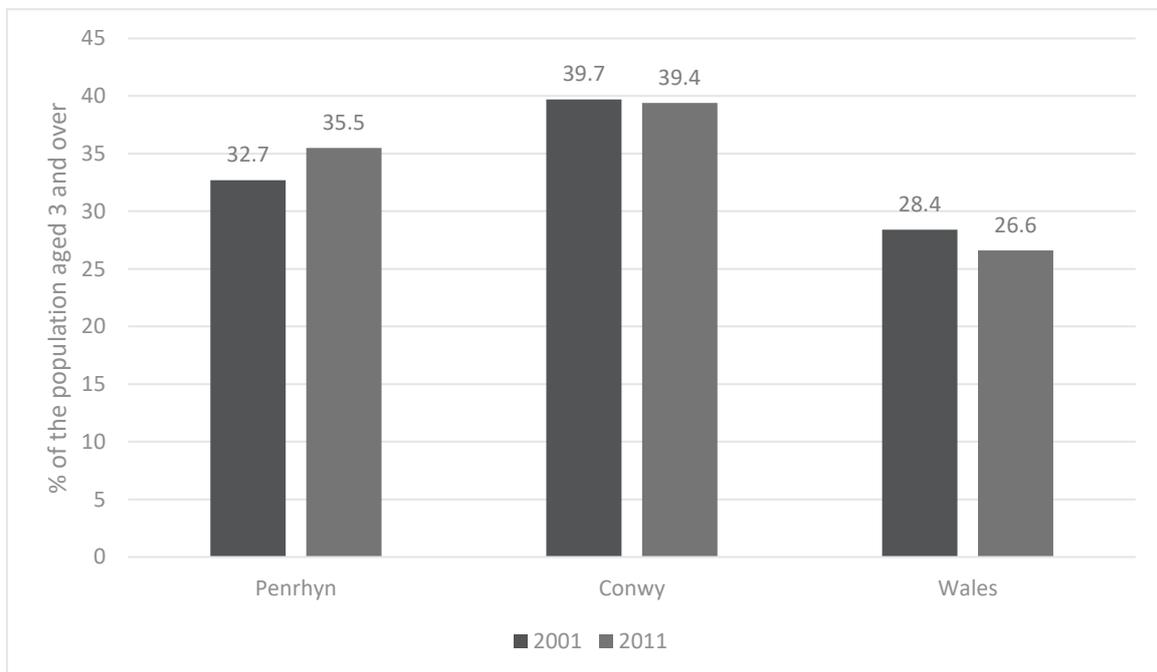
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- 4.7 As can be seen from the chart in Figure 4.3, Penrhyn experienced a significant increase in the proportion of young people aged 3-15 who could speak Welsh between 2001 and 2011; Conwy as a whole experienced an increase in this age group as well, but on a less substantial scale. The proportion of people aged 25-49 who could speak Welsh also increased from 2001 to 2011 in both Penrhyn and Conwy.
- 4.8 During this period 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.
- 4.9 The age group 3-15 remains the age group with the highest proportion of Welsh speakers as a whole across all three areas when comparing 2001 and 2011.

## Welsh language skills

- 4.10 Figure 4.4 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 4.4 Percentage of the total population aged 3 and over with one or more skills in Welsh by area in 2001 and 2011**



- 4.11 Penrhyn experienced an increase in the percentage of the population (aged 3 and over) with one or more skills in Welsh between 2001 and 2011. This is a contrast to Conwy and to Wales as an overall, which both experienced a decline in the population with one or more skills in Welsh between 2001 and 2011.

## 5. Consideration of key issues

- 5.1 This section presents the potential effects of the proposed development on the community, Welsh language and culture.
- 5.2 The approach to the consideration of effects undertaken in this WLS has been informed by the following national and local planning policy guidance and strategies, all of which are adopted except for *Planning and the Welsh Language: The Way Ahead*:
- *Planning and the Welsh Language: The Way Ahead* (Welsh Language Board, Home Builders Federation, Welsh Assembly Government, 2005);
  - *CCBC Supplementary Planning Guidance 'LDP6 – The Welsh Language'* (CCBC, 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 Welsh Language Statements for project-specific development. This guidance has been replicated within the adopted SPG by the CCBC.
- 5.4 The guidance identifies potential information which could be required in a WLS, dependent on the nature of the scheme, including employment, housing, education, infrastructure and general. Consideration has been given to this guidance where relevant to the proposed development

### General

- 5.5 The development of 21 affordable housing units provides the opportunity for local people including Welsh speakers to remain within the local community, retaining the Welsh speaking nature of the community. All dwellings would be affordable units which and therefore would serve the local population. The mixture and type of dwellings meet an identified need for housing in Penrhyn.
- 5.6 The proposal would provide an opportunity for local people who, for various reasons (including lack of employment and attractive affordable housing), may have moved away from their local community of Penrhyn and also possibly away from Conwy, to be able to return to their native roots. This would support the use of the language within Penrhyn and the local community.

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- 5.7 Penrhyn is located within the Urban Development Strategy Area and provides a range of community facilities, shops and employment opportunities. The provision of high quality, affordable housing units in a sustainable location within the town of Penrhyn Bay would enable local people, including Welsh speakers to either remain in the area or to return, contributing toward sustaining and supporting the Welsh language in Penrhyn Bay and the county of Conwy.
- 5.8 Overall, the proposed development is expected to have a beneficial effect.

### Mitigation and/or enhancement measures

- 5.9 Whilst an overall beneficial effect is identified, enhancement measures are set out below in order to maximise the benefits for the Welsh language in terms of local workforce who reside locally.
- 5.10 Housing Associations can contribute towards the development of the Welsh language on a local or community level and Adra will aim to ensure that the Association's policies and initiatives promote and facilitate the use of the Welsh language whenever possible.
- 5.11 Adra will ensure that third-party organisations with whom they have any form of contractual arrangement are aware of Adra's obligations under the Welsh Language (Wales) Measure 2011 and are made aware of Adra's Welsh Language Policy. Adra aims to ensure that third party bodies acting on their behalf give due regards to the needs of Welsh speakers.
- 5.12 Adra's Welsh Language Scheme identifies that in terms of its corporate identity, the applicants will use the name Adra (Tai) Cyf on all occasions. Public image, including address, corporate slogan, visual identity and any other standard information used on the Association's material and goods (such as promotional materials, publications etc.) and in other circumstances such as signs, and buildings will be bilingual. Adra will use Welsh branding only for some enterprises.
- All information signs owned by Adra, including internal locations will be fully bilingual;
  - The size, standard of clarity and prominence of the words on the signs will respect the principle of language equality;
  - All materials aimed at the public will be bilingual with both languages appearing in the same document;
  - All the information to be published on Adra's public website will be bilingual, and material will be available to read on both languages at the same time.

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- 5.13 The following objectives will be implemented by Adra in relation to advertising and publicity activities:
- Produce all materials in Welsh and English;
  - Conduct advertising campaigns in the press in Welsh and English;
  - Advertise on posters and information boards in Welsh and in English;
  - Conduct public surveys bilingually, whether through the post or face-to-face;
  - Conduct direct marketing campaigns in Welsh and in English;
  - Set up bilingual exhibitions and information stalls.
- 5.14 Additionally, the name of the development would be a Welsh name and would have regard to historical, geographical or local ties to the area.

## Housing

- 5.15 The proposed development would result in the erection of 21 affordable dwellings. The application site lies within the development boundary of Penrhyn Bay, as defined within the LDP. Policy DP/2 of the Conwy LDP requires most new development to take place within, and on the fringe of these urban areas. Strategic Policy HOU/1 advises that approximately 85% of housing development will be located within the accessible Urban Development Strategy Area to reflect the spatial priorities of contributing to the creation of sustainable communities. The policy acknowledges that Urban Areas will be key in the provision of a combination of market and Affordable Housing for Local Need (AHLN) on both allocated sites and windfall sites.
- 5.16 The application site is an allocated site and will therefore be prioritised to be brought forward in line with contributing towards the housing stock within the plan area.
- 5.17 Policy HOU/2 'Affordable Housing for Local Need' of the Conwy LDP requires residential development in Penrhyn Bay to provide 35% affordable housing. This proposal proposes all units as affordable units, which is above the requirement of the LDP.

## Housing need

- 5.18 It is considered that the proposal would have a beneficial impact upon the area of Penrhyn Bay by providing 21 dwellings to meet the identified need for housing locally in the local area.

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- 5.19 Information provided within Conwy County Borough Council's ward profiles (2019) for Penrhyn identifies that in 2019, the ward had a median house price of £162,000 and a median household income of £26,000. As such the median house price to median household income affordability ratio within Penrhyn was 6.2. This means that the average house price in Penrhyn was 6.2 times the average household income. This reflects the affordability ratio for Conwy county (5.9). Property in Penrhyn (and Conwy) is not therefore considered affordable.
- 5.20 A Housing Needs Survey (April 2020) has been undertaken by the Rural Housing Enabler in co-operation with Llandudno Town Council, Conwy County Borough Council, North Wales Housing, and Adra. The purpose of the survey was to collect information about local housing needs.
- 5.21 As part of the Housing Needs Survey, an open day was held in February 2020 which was attended by around 170 local residents. The housing need recorded by those who attended the open day is set out below in Table 5.1.

**Table 5.1 Housing need from Housing Needs Survey open day (February 2020)**

Number of bedrooms required	Total respondents requiring property size
1 bed	0
2 bed	10
3 bed	8
4 bed	2

- 5.22 The tenure recorded by those during the open day is set out below in Table 5.2.

**Table 5.2 Type of tenure recorded from Housing Needs Survey open day (February 2020)**

Tenure	Number of respondents
Purchase	7
Rent	2
Both	2
No answer	9

- 5.23 As part of the Housing Need Survey, an online survey was also undertaken. The results of the online survey show that there are people in the Penrhyn Bay area with housing needs who are not currently registered on the County Council's social housing waiting list or the Tai Teg register for people looking for an intermediate rent property or to buy

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an affordable home. The main need was for 3-bed dwellings (10 respondents) with three in need of 2-bed dwelling and one in need of 4-bed dwelling.

- 5.24 The number of people registered on the Tai Teg Register for Penrhyn Bay is low, but this may be as Penrhyn Bay was only included as an option in February 2020. The demand is for 2- and 3-bed properties.
- 5.25 Conwy County Borough Council's Social Housing Register (SARTH) indicates that there is currently a high demand for social housing in the Penrhyn Bay area with most applicants requiring a 3-bed property (15), with 14 requiring 1-bed and 2-bed properties and 12 requiring 4-bed properties.
- 5.26 The proposed development would therefore contribute towards meeting the identified need for 2- and 3-bed properties, including a mix of tenure to include Rent to Own, Intermediate Rent and Social Rent.
- 5.27 The provision of affordable housing units in the Urban Development Strategy Area would enable tenants/occupiers to be located within walking distance/accessible by public transport to facilities and the amenities offered locally. This reduces the need to be dependent on owning a car.
- 5.28 The provision of 21 affordable units for local people would have a beneficial effect in terms of the Welsh language as there is clearly a need for affordable dwelling. Without these, local people may be forced to look for housing elsewhere, potentially leading to them leaving the area. This scheme exceeds the affordable housing requirement of policy HOU/2 of the LDP, which only requires 35% affordable housing, which was considered to have an acceptable effect on the Welsh language. Providing all units as affordable units would therefore expected to have a beneficial effect.

## Population change

- 5.29 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 15-29 (StatsWales: Migration between local authorities in Wales and the rest of the UK). Therefore, one of the Conwy LDP's priorities is to encourage the retention of younger people in their communities. The Conwy LDP seeks to do this, partially, by providing a choice of housing distributed across the areas of the Plan.

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- 5.30 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.
- 5.31 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' (2018) (hereafter referred to as '2018 survey') found that 63.6% of respondents previously lived in Conwy County Borough before moving to their current property; 16.5% moved from elsewhere in North Wales and 19.9% from the rest of the UK.
- 5.32 The results of the 2018 survey provide a good indicator that the majority of people moving into new homes are already living in either Conwy or North Wales. Additionally in this case, all dwellings would be affordable units which would be occupied by local people who already live in the area.
- 5.33 The 2018 survey found that 62% of Welsh speaking households and 64.4% of non-Welsh speaking households moved from within Conwy County Borough. A further 27.8% of Welsh speakers moved from other areas of North Wales.
- 5.34 As the proposal relates to 100% affordable housing, the future occupiers are expected to come from Penrhyn Bay and the immediate neighbouring areas or Conwy county. This proposal would contribute towards meeting the housing need of the local people, enabling them to live in this local area.
- 5.35 The proposal has been brought forward to meet an identified need for affordable dwellings for individuals who are currently residing locally in Penrhyn Bay or surrounding areas. It will enable the existing population to remain locally, as opposed to out-migrating to find accommodation which meets their needs, which is affordable. Without the provision of affordable housing, local people who are unable to afford their own home could have no other choice but to leave the area.
- 5.36 The development is not considered to contribute towards out-migration from Penrhyn Bay or Conwy county as the development would deliver affordable housing types, which could enable the existing population (including young people), which have been continuously out-migrating from Conwy county, to stay in their local area.

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5.37 Overall, the proposal would be expected to have a neutral effect on population changes as it would serve local people, but it could lead to local people who may have left to return. However due to the scale of development at 21 units, it would not be a noticeable effect in terms of the Welsh language.

### Changes to balance of Welsh speakers

5.38 As all units would be affordable units for local people, no change is expected to the current balance of Welsh speakers and individuals with no ability in Welsh.

5.39 Upon balance, the overall effect on Welsh language and culture is considered to be beneficial.

5.40 A neutral effect on the balance of Welsh speakers in Penrhyn Bay is expected as a result of the proposed development.

### Mitigation and/or enhancement measures

5.41 No mitigation is considered to be necessary.

## Infrastructure

5.42 The proposed development by its very nature, will not result in a change to accessibility into Penrhyn Bay, neither will it reduce travelling times from larger conurbations. No effect on Welsh language and culture is therefore expected.

5.43 As part of the proposed development associated parking, drainage, landscaping and utility infrastructure are proposed within the application site.

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

### Mitigation and/or enhancement measures

5.45 No mitigation is considered to be necessary.

## 6. Conclusion

- 6.1 It is concluded that the proposed development could have an overall beneficial effect on the Welsh language and culture in Penrhyn Bay through the provision of high-quality affordable dwellings which meet the identified need for housing.
- 6.2 The proposal would provide 21 family dwellings, all of which will be affordable housing which will be managed and let by housing associations Adra and North Wales Housing Association, in conjunction with CCBC. The proposed housing has been designed to meet an identified affordable housing need. As all of the proposed residential units would be affordable housing, they would therefore be occupied by local people in need of affordable housing.
- 6.3 The development would help to providing affordable housing for local people, enabling local people to remain living in their local communities and potentially leading to an increase in the number of Welsh speakers if the proposal enables local people who may have left the area, to return. However, the overall scale of the scheme would not be expected to have a noticeable effect on the balance of Welsh speakers and individuals with no ability in Welsh in Penrhyn Bay.
- 6.4 The proposed development can therefore support, safeguard and further promote the use and development of the Welsh language.

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