

CADNANT

PLANNING

**PROSPERITY PARC (FORMER PENRHOS
ALUMINIUM WORKS SITE), LONDON ROAD,
HOLYHEAD**

WELSH LANGUAGE IMPACT ASSESSMENT
ANGLESEY LAND HOLDINGS LTD

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Draft for Pre-Application Consultation

Conwy | 20 Connaught House, Riverside Business Park, Benarth Road, Conwy LL32 8UB

Chester | Aldford House, Bell Meadow Business Park, Pulford, Chester CH4 9EP

Welsh Language Impact Assessment



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Author:	Sioned Edwards MRTPI		
Checker:	Sion Roberts MRPTI		
Reviewer:	Sioned Edwards MRTPI		
Approved by:	Rhys Davies MRTPI		
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1. Introduction

- 1.1 This Welsh Language Impact Assessment (WLIA) accompanies an outline planning application for the redevelopment of the former Penrhos Aluminium Works site (known as 'Prosperity Parc'), London Road, Holyhead, to include data centre use (B8), with office and research & development space (B1), and the inclusion of a Battery Energy Storage System (BESS) scheme, with access, landscaping, drainage and associated works, including demolition of existing buildings and structures ('the Proposed Development').
- 1.2 The application is submitted in response to a number of factors, including the sites allocation as a safeguarded employment site via Policy CYF1 in the Joint Local Development Plan (JLDP), as well as the sites inclusion in the Anglesey Freeport which is being taken forward by a range of partners.
- 1.3 The site is located off London Road (A5) and is strategically placed in close proximity to the A55 North Wales Expressway (junction 2) and sits on the edge of Holyhead, a key international Port in Wales and the UK.
- 1.4 The proposals would see the site brought back into economic use through new employment uses in a range of economic sectors, creating new job opportunities. The site also forms one part of a wider Freeport strategy and vision for regeneration and investment across Anglesey.
- 1.5 This WLIA accords with the adopted Isle of Anglesey County Council (IACC) and Gwynedd Council's Supplementary Planning Guidance (SPG) 'Maintenance and Creation of Distinctive and Sustainable Communities' (July 2019). The SPG sets out specific methodology for which all WLIA's must follow in order to demonstrate how the Proposed Development will impact upon the local community and local area.
- 1.6 In accordance with section 38(6) of the Planning and Compulsory Purchase Act (2004) it is necessary to ensure that planning applications conform to the adopted Development Plan unless material planning considerations indicate otherwise. Other planning considerations can include national planning policy along with Technical Advice Note (TAN).
- 1.7 The Anglesey and Gwynedd JLDP was adopted on 31st July 2017 which forms the development plan for both Gwynedd and Anglesey Local Planning Authority areas and will be the basis for decisions on land use planning in this area.

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- 1.8 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. Strategic Policy PS1 'The Welsh Language and Culture' (PS1) sets out the context for the assessment of the potential impact of proposals upon the language and culture.
- 1.9 In terms of employment development, Criterion 2 of Policy PS1 'The Welsh Language and Culture', guides that where Proposed Development is for a large scale employment development that would lead to a significant workforce flow, a Welsh Language Impact Assessment setting out how the Proposed Development would protect, promote and enhance the Welsh language, should accompany a planning application.
- 1.10 All proposals, irrespective of type, size or location, will be expected to comply with criterion 4 and 5 of PS1 which is the requirement of a bilingual signage scheme to deal with all operational signage in the public domain. It is expected that existing Welsh names are retained and appropriate Welsh names are used for new developments.
- 1.11 Criterion 3 of PS1 states that the Councils will refuse proposals which would cause significant harm to the character and language balance of a community that cannot be avoided or suitably mitigated by appropriate planning mechanisms.
- 1.12 This Assessment should be read giving full regard to the application's accompanying documentation including the Planning Statement and the Economic Impact Assessment.
- 1.13 The SPG advises that a WLIA should be prepared by a competent person. This WLIA has been prepared by Sioned Edwards of Cadnant Planning Ltd. A statement setting out the author's experience and qualifications is provided in Appendix A of this WLIA.

2. The Proposed Development

- 2.1 The application relates to an outline planning application with details of access to be determined as part of the application. All other matters are reserved for consideration at a Reserved Matters stage.
- 2.2 The application relates to the redevelopment of the former Penrhos Aluminium Works site (known as 'Prosperity Parc'), to include data centre use (B8), with office and research & development space (B1), and the inclusion of a Battery Energy Storage System (BESS) scheme, with access, landscaping, drainage and associated works, including demolition of existing buildings and structures.
- 2.3 An extract of the overall site masterplan is provided in Figure 2.1.

Figure 2.1 Proposed site layout plan



- 2.4 The site is located off London Road (A5) and is strategically placed in close proximity to the A55 North Wales Expressway (junction 2) and sits on the edge of Holyhead, a key international Port in Wales and the UK.

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- 2.5 The site will continue to be accessed via the existing junctions with London Road (A5). Existing boundary tree planting and other key green features on-site will be retained, helping to continue to screen the site from outside view, and enable a high-quality built and natural environment on-site.
- 2.6 The application is submitted in response to a number of factors, including the site's allocation as a safeguarded employment site via Policy CYF1 in the JLDP as well as the site's inclusion in the Anglesey Freeport which is being taken forward by a range of partners.
- 2.7 The proposals would see the site brought back into economic use through new employment uses in a range of economic sectors, creating new job opportunities. The site also forms one part of a wider Freeport strategy and vision for regeneration and investment across Anglesey.
- 2.8 The proposal would provide:
- up to 10,000sqm B1 office
 - up to 5,000sqm B1 research and development space
 - minimum of 223,000sqm/maximum of 238,000sqm B8 data centre use (with the data centre use exclusively, and no standard B8 storage and distribution uses).
 - total proposed GFA of up to 238,000sqm.
- 2.9 The development is expected to contribute to the regeneration of Holyhead, providing significant employment opportunities, residential and leisure facilities and to act as a catalyst to further investment and initiatives in the local area. It is anticipated that the scheme would take approximately 6 years to be completed in its entirety. However, this is likely to occur on a phased basis, influenced by prevailing commercial conditions. It has been assumed that the development could open in 2026, and be fully constructed and operational by 2031.
- 2.10 During the construction period, it is expected that the proposal would support 683 direct FTE construction jobs on Anglesey and 6143 across the rest of Wales (over a five year period). These would provide opportunities on Anglesey, North Wales and across Wales. 10% of the construction jobs are expected to be met by workers from Anglesey.
- 2.11 During the operation of the site, it is expected that the proposal could deliver between 1,151 and 2,073 jobs. Estimates for the distribution of jobs between the expected industries are as follows:

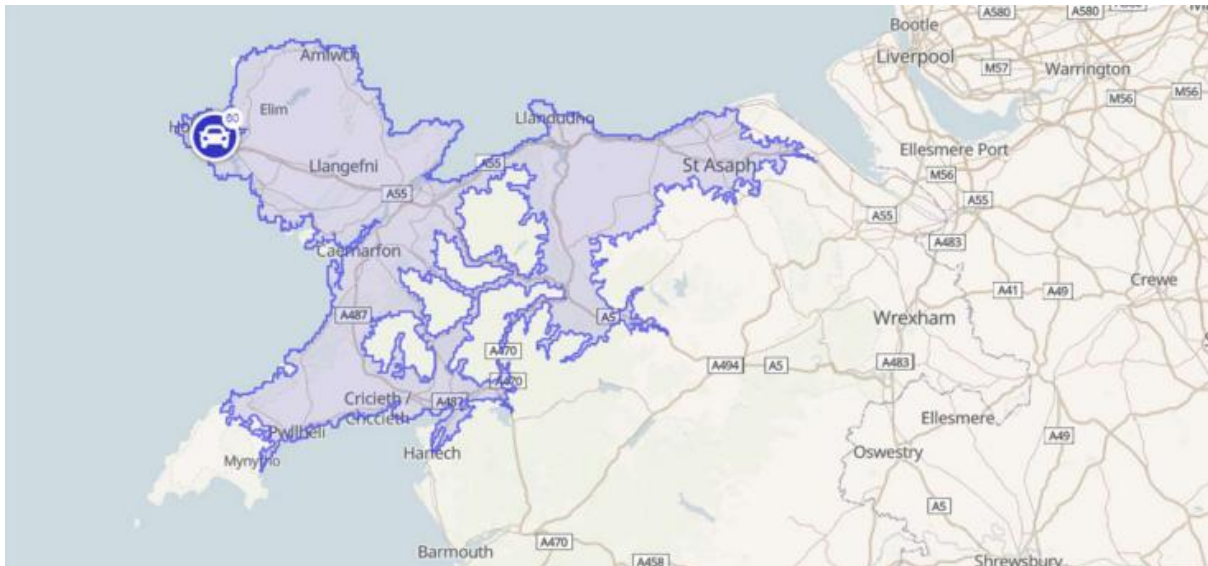
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Table 2.1 Estimated number of jobs per industry

Industry	Low employment	High employment
B1 office space	833	833
B1 research and development	83	125
B8 data centre	235	1,115

2.12 It is expected that the majority of these jobs would be met by people already living within an hour's drive from Holyhead, which extends over towards St Asaph to the east, Harlech and Pentrefoelas to the south and Pwllheli/Tudweiliog. Figure 2.2 identifies the estimated area on a map.

Figure 2.2 Map identifying a 1 hour travel distance from Holyhead (Economic Impact Assessment)



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 12) (Welsh Government, 2024)	<p>Planning Policy Wales (PPW) acknowledges that the Welsh language is part of the social and cultural fabric of Wales and that the Welsh Government is committed to ensuring that the Welsh language is supported and encouraged to flourish as a language of many communities all over Wales.</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</p>

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	<p>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><i>Technical Advice Note (TAN) 20 – Planning and the Welsh Language</i> (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><i>Future Wales The National Plan 2040</i> (Welsh Government, 2021)</p>	<p>As the national development framework, Future Wales is the highest tier of development plan and is focused on solutions to issues and challenges at a national scale. Its strategic nature means it does not allocate development to all parts of Wales, nor does it include policies on all land uses. It is a framework which will be built on by Strategic Development Plans at a regional level and Local Development Plans at local authority level. These plans will identify the location of new infrastructure and development. Strategic and Local Development Plans are required to be in conformity with Future Wales and must be kept up to date to ensure they and Future Wales work together effectively. Planning decisions at every level of the planning system in Wales must be taken in accordance with the development plan as a whole. Future Wales replaces the Wales Spatial Plan.</p> <p>Welsh Government’s ambition for the Welsh Language is to reach a million Welsh speakers, as well as increasing the percentage of people who speak Welsh daily by 10% by 2050.</p>

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	<p>Future Wales 2040 has 11 outcomes, one of which is to create a Wales where people live in places with a thriving Welsh language.</p> <p>The language will be an embedded consideration in the spatial strategy of all development plans. Where Welsh is the everyday language of the community, development will be managed to ensure there are jobs and homes to enable the language to remain central to those communities' identities. Elsewhere development will be a positive force towards encouraging the creation of education and social infrastructure to enable the language to develop as a natural, thriving part of communities.</p> <p>In all parts of Wales the 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. There is such a thing as too much development or the wrong type of development, whereas sustainable development should foster a stable or growing population to ensure a healthy natural environment and economic and social stability.</p> <p>The North region comprises Conwy, Denbighshire, Flintshire, Gwynedd, Isle of Anglesey, Snowdonia and Wrexham. With 204,406 Welsh speakers across the region and with concentrations of settlements where Welsh is the first language for many people, it is important that development plans consider the relationship between strategic housing, transport and economic growth and the Welsh language. 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)	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.

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	<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.
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Table 3.4 Local planning policies

Document	Summary
<p><i>Anglesey and Gwynedd Joint Local Development Plan (2017)</i></p>	<p>Policy PS1 is the key policy relating to the Welsh language, but is engrained into all policies throughout the plan. The Welsh language and other policies promote the protection and enhancement of the Welsh language. The policies seek to facilitate the type of development that can create the right circumstances to contribute to maintaining and creating Welsh-speaking communities.</p> <p>Policy PS 1: ‘Welsh Language and Culture’ guides that; <i>“The Councils will promote and support the use of the Welsh language in the Plan area. This will be achieved by:</i></p> <ol style="list-style-type: none"> 1. <i>Requiring a Welsh Language Statement, which will protect, promote and enhance the Welsh language, where the proposed development falls within one of the following categories:</i> <ol style="list-style-type: none"> a. <i>Retail, industrial or commercial development employing more than 50 employees and/or with an area of 1,000 sq. m. or more; or</i> b. <i>Residential development which will individually or cumulatively provide more than the indicative housing provision set out for the settlement in Policies TAI 1 – TAI 6; or</i> c. <i>Residential development of 5 or more housing units on allocated or windfall sites within development boundaries that doesn’t address evidence of need and demand for housing recorded in a Housing Market Assessments and other relevant local sources of evidence.</i> 2. <i>Requiring a Welsh Language Impact Assessment, which will set out how the proposed development will protect, promote and enhance the Welsh Language, where the proposed development is on an unexpected windfall site for a large scale housing development or large scale employment development that would lead to a significant workforce flow;</i>

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	<p>3. Refusing proposals which would cause significant harm to the character and language balance of a community that cannot be avoided or suitably mitigated by appropriate planning mechanisms;</p> <p>4. Requiring a bilingual Signage Scheme to deal with all operational signage in the public domain that are proposed in a planning application by public bodies and by commercial and business companies;</p> <p>5. Expect that Welsh names are used for new developments, house and street names.”</p>
Gwynedd/Isle of Anglesey Councils’ Supplementary Planning Guidance (SPG) Maintaining and Creating Distinctive and Sustainable Communities (July 2019)	Provides guidance on how the planning authority will make decisions regarding the effect of proposed developments on the Welsh language. Specific methodology is set out within the document for which Welsh Language Impact Assessments should adhere to in assessing the impact of development on the local community and local area.

Table 3.5 Local strategies

Document	Summary
<i>Welsh Language Promotion Strategy 2021-2026</i> (Isle of Anglesey County Council, 2021)	<p>The Anglesey Welsh Language Promotion Strategy 2021-2026 sets out three priority areas in order to address the aim reverse the reduction in the percentage of Welsh Speakers on Anglesey by 2026. This Strategy builds on the work carried out on the first Welsh Language Promotion Strategy 2016-2021.</p> <p>Three priority areas are identified in the plan, comprising:</p> <ul style="list-style-type: none"> • Children, young people and the family • The workplace, Welsh language services and the infrastructure • The community • The aim of the Plan is to set out the strategic direction for the promotion of the Welsh language across the whole of Anglesey over the next five years.
<i>Gwynedd and Anglesey Wellbeing Plan</i> (IACC, 2018)	The plan focuses attention on the seven well-being goals and the five ways of working have been designed to support public bodies to meet the existing needs of their communities and ensure that the decisions of today do not harm future generations.

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	<p>Protecting and promoting the Welsh language forms part of the development plan. The Plan recognises the importance of the Welsh language in terms of the social make-up and cultural identity of the area. We must ensure that residents can and choose to live their lives through the medium of Welsh and that they can access community services and activities in Welsh. This is therefore a priority for future joint working.</p> <p>The objectives look to increase the use of the Welsh language and promote the use of Welsh as the preferred language of communication between public bodies across both counties.</p> <p>The Welsh language will be a golden thread running through the plan.</p>
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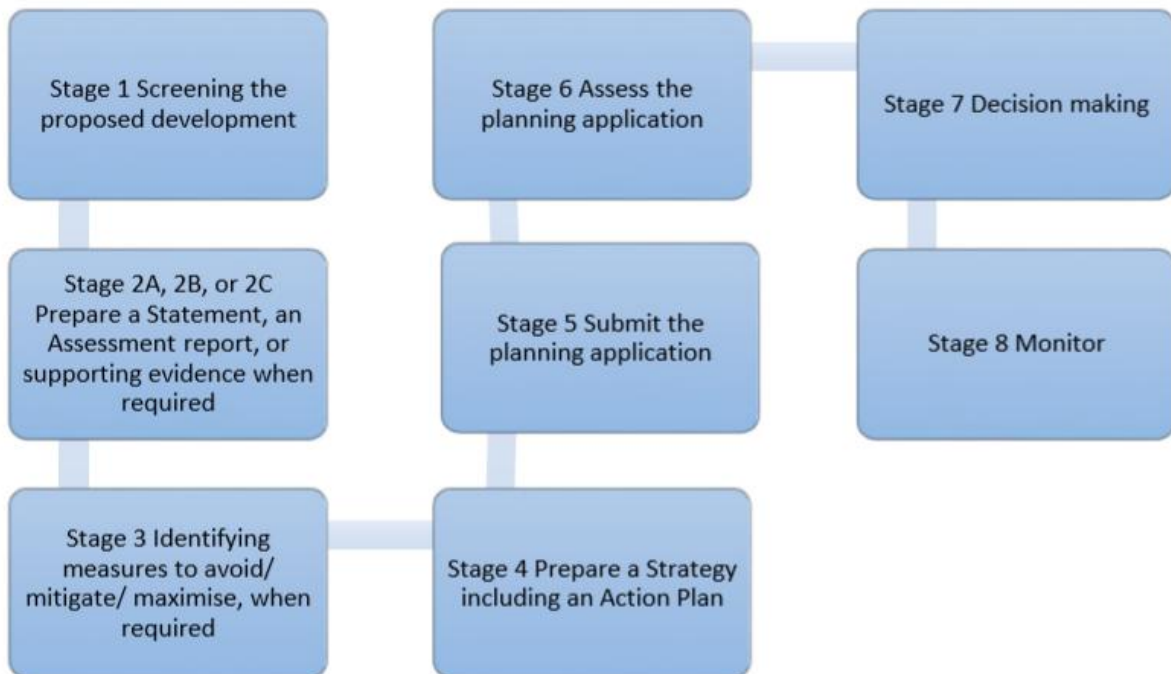
Table 2.6 Other relevant guidance

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

4. Methodology

- 4.1 The methodology for assessing the effect of the Proposed Development on Welsh language and culture is based on the guidance provided in Isle of Anglesey County Council and Gwynedd Council's adopted SPG in relation to Maintaining and Creating Distinctive and Sustainable Communities.
- 4.2 Diagram 3 of the SPG provides a flow chart setting out an eight-stage process of formulating a development, its assessment and decision making. An extract of the flow chart is provided in Figure 4.1 below.

Figure 4.1 Extract of flow chart (Diagram 3 of the adopted SPG)



- 4.3 Stage 1 to 4 would be expected to be undertaken by the applicant prior to the submission of the planning application. Details of how the proposal complies with Stages 1 to 4 are set out below and in this WLIA provided in section 5.

Stage 1: Screening the development

- 4.4 Appendix 5 of the adopted SPG provides a table to assist with screening the development for Welsh language purposes. The proposal is for an employment development which includes office space, research and development space and data centre and associated infrastructure. The application site is located within the

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development boundary of Holyhead and is a safeguarded employment site identified within policy CYF1 of the JLDP.

- 4.5 The proposal represents a large employment development which would be expected to attract a significant workforce (more than 10), which are expected to be met by workers from an hour's drive from Holyhead, which extends beyond the travel to work areas of Bangor and Holyhead, Pwllheli and Porthmadog, and Tywyn and Dolgellau. In light of this, a WLIA is considered to be required as per criterion 2 of policy PS1 of the JLDP.
- 4.6 On the basis of details set out above, the Proposed Development has been screened in accordance with guidance set out in the adopted SPG.

Stage 2: Preparing a WLS, WLIA or supporting evidence

- 4.7 It has been determined that a WLIA is required and this is provided in Section 5 of this report.
- 4.8 In order to assess the Proposed Development against the Sustainability Assessment Objective relevant to the Welsh language, Appendix 8 of the SPG requires the WLIA to include a completed matrix as per table 8.3 of the SPG.
- 4.9 The SPG provides a sample risk/benefits matrix (figure 8.1 of the SPG) which can be used to identify the risk and the likelihood of the effects. We have concerns regarding the example risk matrix as it only allows negative effects to be identified from a Proposed Development and does not allow for the identification of neutral or beneficial effects. In light of this, for the purpose of this WLIA, we have used a different risk/benefits matrix, which is an amendment of an earlier version of figure 8.1 of the SPG which was contained in the Post-Consultation version of the document. It is unclear why the sample Risk/Benefits Matrix contained in the adopted SPG has been amended to such a degree where no beneficial effects are identified. This WLIA is based on the risk/benefits matrix set out in Figure 4.2.

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Figure 4.2 Risk/benefits matrix to be used in this WLIA

				Effect over 20 years												
				All speakers in the selected area	Significant beneficial effect	Substantial beneficial effect	Medium beneficial effect	Small beneficial effect	Neutral	Small adverse effect	Medium adverse effect	Substantial adverse effect	Significant adverse effect			
					Increase of 10% or more than projected speakers (business as usual)	Increase of over 5% to 10% than projected speakers (business as usual)	Increase of over 2% to 5% than projected speakers (business as usual)	Increase of up to 2% than projected speakers (business as usual)	No change to the projected speakers (business as usual)	Decrease of up to 2% than projected speakers (business as usual)	Decrease of over 2% to 5% than projected speakers (business as usual)	Decrease of over 5% to 10% than projected speakers (business as usual)	Decrease of 10% or more than projected speakers (business as usual)			
				Probability	Frequency	Likelihood		4	3	2	1	0	-1	-2	-3	-4
Likelihood ↑ ↓	It would be expected to occur in almost all similar developments	History of it occurring 9 times out of 10 in the last (say 20) years	4	Almost certain	16	12	8	4	0	-4	-8	-12	-16			
	It would be expected to occur in the majority of similar developments.	History of it occurring 5-8 times out of 10 in the last (say 20) years	3	Likely	12	9	6	3	0	-3	-6	-9	-12			
	It would be expected to occur in the minority of similar developments	History of it occurring 2-4 times out of 10 in the last (say 20) years	2	Possible	8	6	4	2	0	-2	-4	-6	-8			
	It would be expected to occur in a very small number of similar developments	History of it occurring 1 times out of 10 in the last (say 20) years	1	Unlikely	4	3	2	1	0	-1	-2	-3	-4			

- 4.10 If positive or negative effects are identified, consideration should be given if any beneficial effects can be improved or how negative effects can be controlled. This represents stage 3 below.

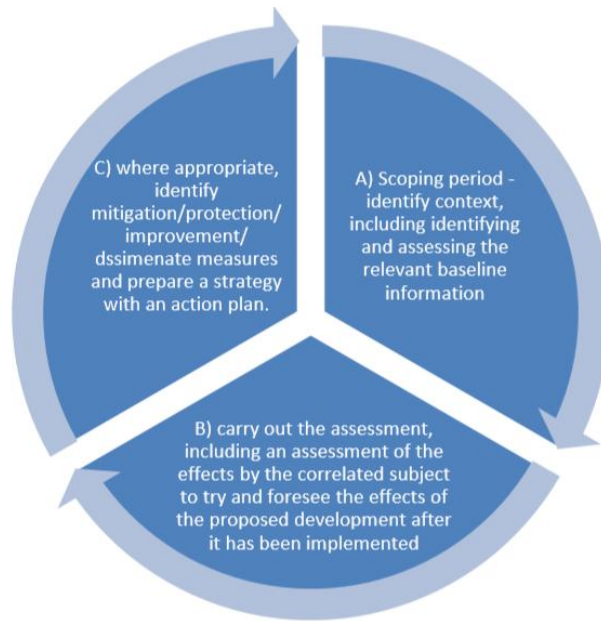
Stage 3: Identifying mitigation/enhancement measures and Stage 4: Preparing a strategy including an action plan

- 4.11 The WLIA presented in section 5 of this document demonstrate the consideration that has been given to the potential effect of the development on the local community and the Welsh language. Section 7 presents measures to mitigate adverse effect and enhance beneficial effects (where these are considered necessary) based on the assessment of effects.
- 4.12 Where mitigation and/or enhancement measures are considered necessary, a strategy is presented. If relevant, this is presented in section 7 of this document.

Stage 5: Submit the planning application

- 4.13 This WLIA will accompany an outline planning application to be submitted in due course.
- 4.14 A more detailed methodology for undertaking a Welsh Language Impact Assessment is set out in appendix 8 of the adopted SPG. The preparation of the JLDP was subject to Sustainability Assessment processes, which included a Strategic Environmental Assessment (SEA). From the Welsh language's perspective, the Sustainability Assessment was influenced by the Welsh Language Impact Assessment. Similar to work associated with undertaking a Sustainability Assessment, Strategic Environmental Assessment, Environmental Impact Assessment of individual projects, there are 3 main stages to follow in the process of undertaking a Welsh Language Impact Assessment of the relevant Proposed Development (see diagram in Figure 4.3).

Figure 4.3 Extract of diagram from SPG setting out a three-stage process for undertaking a WLIA



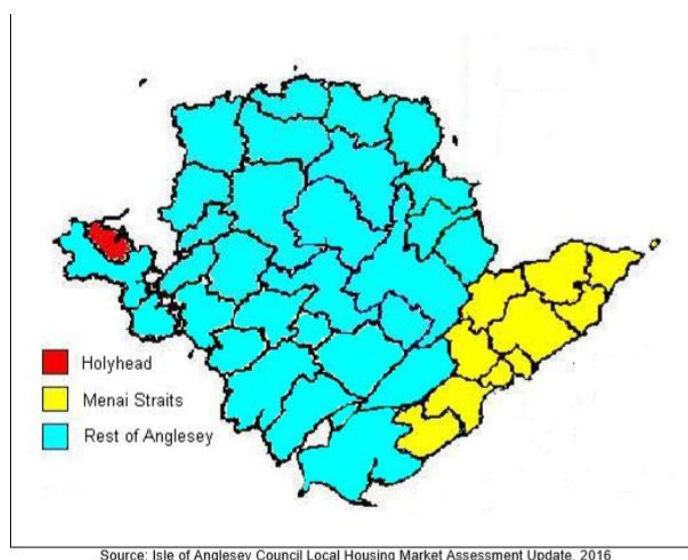
5. Welsh Language Impact Assessment

Scoping work

Area of influence

- 5.1 The methodology set out in the SPG requires the consideration of the local demographic of the area of where the site is located.
- 5.2 The SPG advises that an area of influence should be identified for the purpose of the assessment. Within the Local Housing Market Assessment (LHMA) of Anglesey (2016) and Gwynedd (2018-23), it is acknowledged that travel to work patterns are considered a key driver in helping to identify potential local housing markets. The ONS Travel to Work Areas (TTWA) (2016) identifies a Bangor and Holyhead TTWA which covers the whole of Anglesey and areas along the Menai Straits, in Gwynedd. This is the study area for assessing effects on the housing market.
- 5.3 The Anglesey LHMA identifies three price areas and the application site is located within the Holyhead price area. When considering the effects of the Proposed Development on the housing market, it is considered to be appropriate to use the Holyhead price area from the LHMA as an area of influence. A map showing the extent of the Holyhead price area is provided in Figure 5.1.

Figure 5.1 Map showing the Holyhead price area (from Anglesey LHMA, 2016)



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5.4 The potential effects of the development on economic factors is assessed against the plan area of Anglesey and Gwynedd and North Wales as it is expected for the operational jobs to be met by workers from within an hour's drive from Holyhead, which extends over towards St Asaph to the east, Harlech and Pentrefoelas to the south and Pwllheli/Tudweiliog.

5.5 The Proposed Development is located within the ward of Tref Cybi but given the potential wider effects of the Proposed Development on Holyhead, data for neighbouring areas are also considered to be relevant. In order to enable a comparison between 2011 and 2021 Census data, the following areas are used:

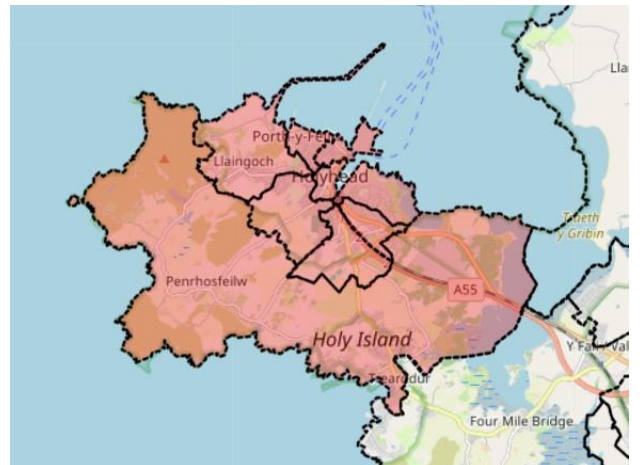
5.6 2011 Census (lower super output areas)

- W01000016: Isle of Anglesey 003A
- W01000017: Isle of Anglesey 003B
- W01000029: Isle of Anglesey 003C
- W01000030: Isle of Anglesey 003D
- W01000033: Isle of Anglesey 003E
- W01000036: Isle of Anglesey 003F
- W01000037: Isle of Anglesey 003G
- W01000034: Isle of Anglesey 004B
- W01000040: Isle of Anglesey 004D



5.7 2021 Census (lower super output areas)

- W01000016: Isle of Anglesey 003A
- W01000017: Isle of Anglesey 003B
- W01000029: Isle of Anglesey 003C
- W01000030: Isle of Anglesey 003D
- W01000033: Isle of Anglesey 003E
- W01000036: Isle of Anglesey 003F
- W01000037: Isle of Anglesey 003G
- W01000034: Isle of Anglesey 004B
- W01000040: Isle of Anglesey 004D



5.8 The baseline data provided also includes data for the county of Anglesey and Wales for comparison purposes.

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5.9 It is considered appropriate to consider the effects of the Proposed Development on elements such as:

- language and mobility of population,
- visual elements,
- quality of life including community infrastructure

based on the wards comprising Holyhead as a whole. Data regarding the above is provided within the sections below.

5.10 Baseline data in relation to socio-economic considerations are set out in the Economic Impact Assessment (EclA). Cross references to the EclA are made however, the WLIA should be read alongside the EclA.

Profile of the population

Population: 2011 and 2021

5.11 Table 5.1 shows the total population of the lower super output areas of Holyhead and Anglesey as a whole for the years 2011 and 2021. The changes are shown as numbers and in percentages.

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Table 5.1 Numbers, change in number and percentage change in population of the wards of Holyhead and Isle of Anglesey

Area	2011	2021	Change Number	Change %
Holyhead	12,599	13,131	532	4.22
Isle of Anglesey	69,751	68,878	-873	-1.25

- 5.12 Holyhead is the largest town on Anglesey and its population represents 18.06% of Anglesey’s population.
- 5.13 Between 2011 and 2021, the population of Holyhead increased by 4.22%, whilst the population of Anglesey decreased by 1.25%.
- 5.14 The Census 2021 shows that Anglesey’s resident population has decreased from 69,751 in 2011 to 68,878 in 2021, which is a decrease of 1.2%. This is contrary to the pattern for Wales as a whole, which saw a general increase experienced across the country, from 3,063,456 in 2011 to 3,107,500, which is the largest population ever recorded through a census in Wales to date .
- 5.15 From 2011 to 2021, Wales as whole experienced an increase of 17.7% of people aged 65 years and over, with a decrease of 2.5% of people aged 15 to 64 years, and decrease of 1.0% in children under 15 years of age.
- 5.16 Anglesey saw a similar increase in population of people aged 65 years and over (16.3%) and a minor increase of 0.1% in children under the age of 15 years; however, Anglesey experienced a decrease of 7.9% in people aged 15 to 64 years, which is significantly larger in proportion than that experienced within Wales as a whole. Worth noting is the decrease experienced by the age groups of the 20-24 year olds (22%) and the 15-19 year olds (12%) specifically.
- 5.17 StatsWales provides migration numbers of various age groups into and out of the Isle of Anglesey from 2001 until 2020. It should be noted that from 2011 until 2019, the outward migration of young people (aged 15-29 years old) exceeded that of the inward migration of this age group . Anglesey therefore experienced a net decrease in migration of young people over the time period. This ties in with the data above in relation to the population trends experienced within the county. It is only in 2020 that the county experienced a net increase in migration of 15-64 year olds, which could be

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in relation to COVID-19 pandemic lockdowns and the improved ability to work remotely (and therefore, people have more freedom to live wherever they would like).

- 5.18 Potential reasons for the consistent outward migration of young people from 2011 to 2019, could be due to lack of employment opportunities and lack of affordable housing. Over the past 25 years, Anglesey has faced significant economic challenges as its economy has grappled with a gradual deindustrialisation. This trend culminated in negative impacts on the local economy with the loss of key employers including but not limited to the Anglesey Aluminium (closure began in 2009, fully closing in 2013)), Wylfa Power Station decommissioning (2015), 2 Sisters (chicken processing factory) (2023), and Gwynedd Shipping Ltd and Gwynedd Transport Ltd (2024). These shutdowns not only resulted in substantial job losses but have also likely accelerated the outmigration of young people, who are seeking employment opportunities elsewhere. This could also be contributing partly to the reduction in the number and proportion of Welsh speakers on Anglesey.
- 5.19 In terms of working age population, 57% of Anglesey's population are of working age, a decline of 7.9% since 2011. By contrast, the working-age population of Wales and the UK is higher at 61% and 63% respectively. The EclA identifies that whilst the working age population of Anglesey is smaller than that across Wales and the UK, it has a higher level of economic activity. The economically active working age population of Anglesey equates to 79% of the population, which is higher than the rate of 76% in Wales and 79% across the UK.

Welsh speakers (age 3 and over): 2011 and 2021

- 5.20 Table 5.2 shows the number of Welsh speakers and percentage of the total population (aged 3 and over) of Holyhead in 2011 and 2021.

Table 5.2 Number of Welsh speakers and the percentage of the total population (aged 3 and over) of Holyhead, Anglesey and Wales

Area	2011		2021		Change between 2011 and 2021	
	Number	%	Number	%	Number	% point
Holyhead	5,005	41.4	5,315	41.8	310	6.2

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Anglesey	38,568	57.2	37,413	55.8	-1,155	-3
Wales	562,016	19.0	538,296	17.8	-23,720	-4.2

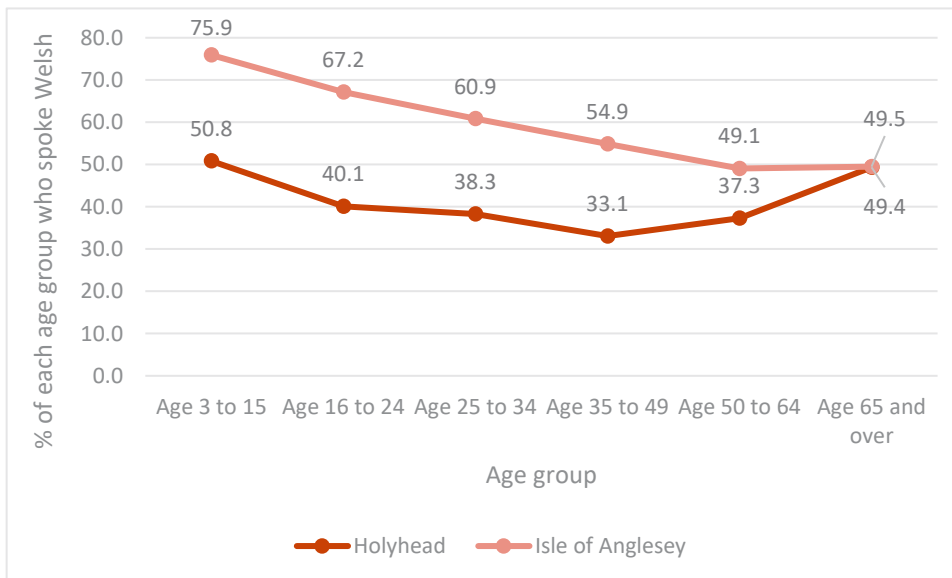
5.21 In 2021, the proportion of the population aged 3 and over in Holyhead (41.8%) who speak Welsh was lower than that for Anglesey as a whole (55.8%), but higher than that for Wales (17.8%). This reflects the trend seen in 2011 too.

5.22 The number and proportion of the population who spoke Welsh in Holyhead increased between 2001 and 2011 (310 and 6.2% respectively) and this is in contrast to the trend that was seen across Anglesey and Wales.

Welsh speakers by age: 2011 and 2021

5.23 Figure 5.1 shows the population aged 3 and over who could speak Welsh by age in 2011 across Holyhead and Anglesey .

Figure 5.1 Proportion of the population (aged 3 and over) who could speak Welsh by age group (2011)

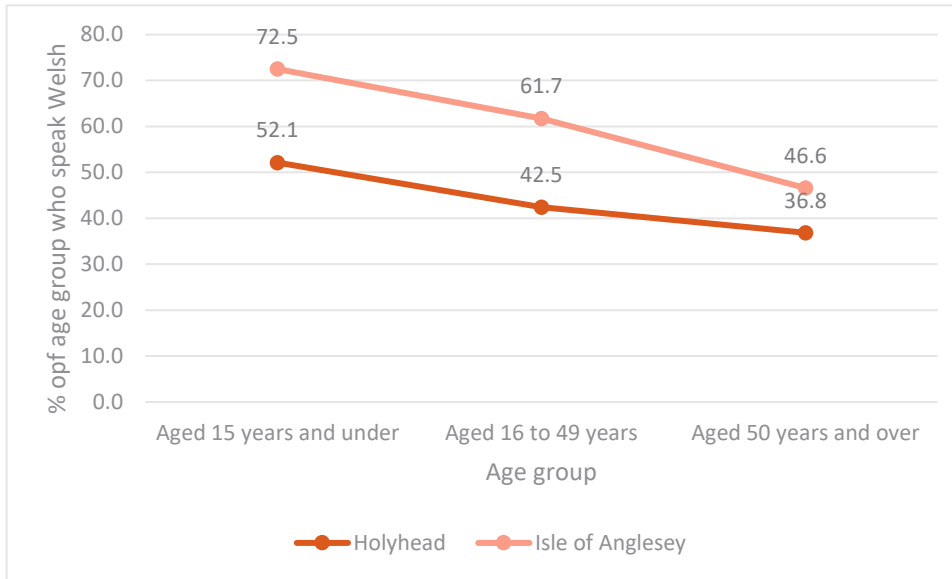


5.24 As can be seen across Anglesey and Holyhead, the highest proportion of the population who could speak Welsh were the 3-15 age group. However, in Holyhead, the 65+ age group had a very similar proportion of Welsh speakers.

5.25 Figure 5.2 identifies the proportion of Welsh speakers by age group in Holyhead and on Anglesey during 2021.

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Figure 5.2 Proportion of the population (aged 3 and over) who could speak Welsh by age group (2021)



5.26 As can be seen in Figure 5.2, the proportion of Welsh speakers was highest amongst the youngest age group, with the proportion reducing as the age groups get older.

Welsh speakers by industry

5.27 In 2021, 63.1% of Anglesey's usual resident population aged 16 and over working within the construction industry, spoke Welsh. This reduces to 31.2% across North Wales and 16.2% across Wales.

Local infrastructure profile

5.28 This section considers the local infrastructure profile within Holyhead.

5.29 Holyhead is identified as a Regional Growth Area in Future Wales: the National Plan 2040. Through specific policies in Strategic and Local Development Plans, this should retain and enhance Holyhead, should retain its commercial and public service base which makes it a focal point on Anglesey.

5.30 Holyhead is identified as an Urban Service Centre in the adopted JLDP. The vision for the JLDP seeks for Holyhead to be re-energized to be a confident town, having taken advantage of the port and railway link, its coastal location and comparative proximity to the present Wylfa nuclear power station and the proposed new nuclear power station. It will be a focus for major development leading to a stronger economic base, sufficient

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and improved choice of housing units, a vibrant town centre and a reduction in the multiple deprivation levels currently seen within the town.

- 5.31 The spatial strategy for the JLDP identifies that the sub-regional centres and urban service centres (which includes Holyhead) provide the best range of services, employment opportunities and access to public transport. Holyhead in particular has a high degree of accessibility by public transport and other sustainable modes of transport.
- 5.32 Holyhead benefits from a strong strategic rail and road corridor running through North Wales connecting the key hubs as recognised in the Wales Spatial Plan. Holyhead is a major international gateway and the port provides a ferry service with Ireland and is the main road and rail link between Ireland and North Wales, the midlands and the North of England for the transfer of people and cargo.
- 5.33 A number of the town's features are part of Holyhead's identity; they are features to be proud of such as the town's rich history, notable links with the sea and port as well as good railway links. Whilst Holyhead has several locational advantages such as its role as an international port and the most populated town in Anglesey, traditional staple industrial sectors have declined, and there have been various constraints to new job-creating development. Already higher than average levels of unemployment, poverty and deprivation have been compounded in recent years by the loss of major industrial employers in the town and vicinity. Significant new employment is needed to replace the jobs lost and sustainably reduce the level of poverty and related problems in the town.
- 5.34 On Anglesey, Holyhead has the highest concentration of deprivation with Holyhead Town ranking 168/1909 for relative deprivation. Holyhead Town ranks in the top 10% for income and employment deprivation. For further details, please see Socio-economic background section of the Economic Impact Assessment.
- 5.35 Holyhead is a Strategic Sub-regional Retail Centre and performs as cross boundary Centre providing for opportunities for small, medium and large-scale employment opportunities on established and new sites; higher and further education and education facilities; and leisure and health facilities/services. It has excellent public transport links with lower order settlements within and outside the Plan area.
- 5.36 Within Holyhead, there are five primary schools and one high school as follows:
- Ysgol Gymraeg Morswyn (Primary school)

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- Ysgol Gynradd Kingsland (Primary school)
- Ysgol Llanfawr (Primary school)
- Ysgol Gatholig Santes Fair, St Mary's Catholic School (Primary school)
- Ysgol Cybi (Primary school)
- Ysgol Uwchradd Caergybi (Secondary school).

5.37 All schools in Holyhead provide Welsh medium education.

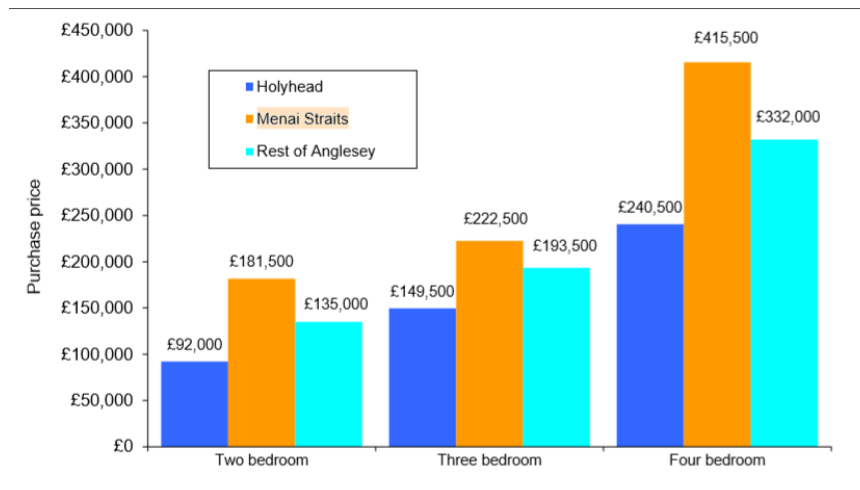
Local housing market

5.38 The application site is located in the Holyhead price area, as per the Anglesey LHMA (2016).

Median property prices

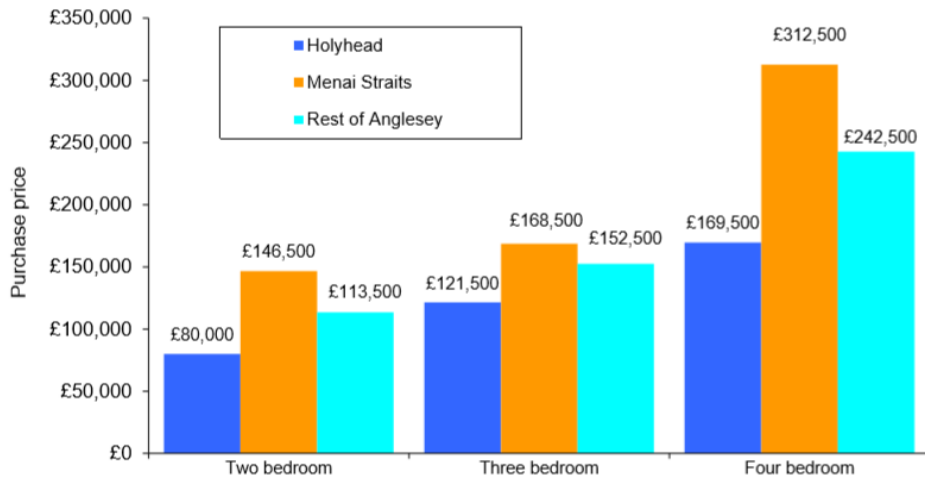
5.39 The Anglesey LHMA identifies that the median property price in the Holyhead area was as follows in 2015:

Figure 5.3 Median property prices by size and price market (figure 3.6 of Anglesey LHMA, 2016)



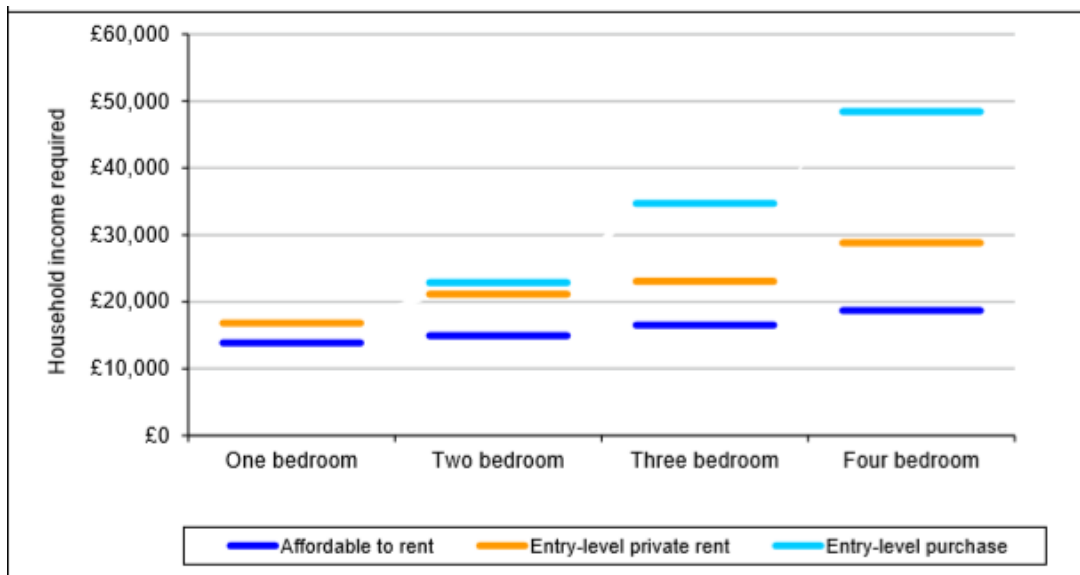
5.40 This demonstrates that the median price of a property in the Holyhead area was lower than for Menai Straits area and the Rest of Anglesey. The price of entry level properties in Holyhead area was also lower than the two other price areas as can be seen in figure 5.4.

Figure 5.4 Entry-level property prices by size and price market (figure 3.7 of Anglesey LHMA, 2016)



5.41 The LHMA also considers the household income required in order to be able to access housing in the different areas of Anglesey. Figure 5.5 provides an extract of a graph which identified the household income required to access housing in the Holyhead price market.

Figure 5.5 Household income required to access housing in the Holyhead price market, by number of bedrooms (figure 3.10 of Anglesey LHMA, 2016)



Source: Online survey of property prices, December 2015; StatsWales, 2015

5.42 The gaps between affordable rent, entry level private rent and entry level home ownership in the Holyhead area are smaller in comparison to the Rest of Anglesey area and the Menai Strait area, meaning that it is easier to progress up the housing ladder.

Overall understanding of the Welsh language

- 5.43 For the Urban Service Centre of Holyhead, the WLIA of the JLDP (2016) concludes that the Welsh language is fragile in Holyhead with a low rate of Welsh speakers living in the area – 42.2%, which is 27.8% below the level of 70% that has been identified as the level where the language is probably viable. Over the past decade, a decrease has been seen in the proportion of Welsh speakers in all wards within the town. It is clear, therefore, that the language in the area has continued to decrease over this period. It is acknowledged that the percentage of the population born in Wales and who speak Welsh is low in each ward in the town, especially in especially Morawelon (49%), Holyhead Town (50%) and Maeshyfyd (50%) compared to 78.2% in Anglesey. This suggests that that Holyhead has a low language transfer rate between Welsh-speaking parents and their children.
- 5.44 The IACC has adopted a Welsh language strategy, which sets a target of increasing the number of Welsh speakers and the percentage of the population of Anglesey who speak Welsh to 60.1% by the 2021 Census, to be achieved through an action plan which focuses on three priority areas. The strategy also identifies that there is currently a focus on Holyhead to increase the confidence of people to use Welsh. Intensive work with families, children and young people and the community is currently ongoing in Holyhead to increase the use of Welsh at a social level.
- 5.45 Notwithstanding the above, the WLIA does not consider that the expected level of growth within the centre will have an unacceptable negative influence on the Welsh speakers in Holyhead.

Policy background

- 5.46 Strategic Policy PS 13 'Providing opportunities for a flourishing economy' identifies that the Councils will facilitate economic growth in accordance with the spatial strategy of the plan through safeguarding current land and units for employment and business (B1, B2, B8) as per policy CYF1.
- 5.47 The proposal relates to the redevelopment of the former Penrhos Aluminium Works site to be known as Prosperity Parc which would include a data centre use (B8), with office and research & development space (B1), and the inclusion of a BESS scheme. These represent employment uses.

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- 5.48 The application site is safeguarded as a secondary employment site under policy CYF1 of the JLDP 'Safeguarding, allocating and reserving land and units for employment use'. The policy safeguards the site for B1, B2 and B8 uses and confirms that the site forms part of an Enterprise Zone site and has the status as a Strategic Regional Site (Main).
- 5.49 The explanatory text provides clarity that Secondary Sites are identified as those not located in as attractive locations as regards to access and market presence in comparison to Primary Sites. However, they offer important opportunities which address local demand as well as the potential demand arising from Anglesey Energy Island Programme/ Enterprise Island. These sites are mainly located within or near Centres, Service Village and Villages, which have a range of community services, facilities as well as sustainable transport links.
- 5.50 Strategic Regional Sites are sites of regional importance with a critical role in achieving regional and contributing to national economic development objectives, supporting key sector development.
- 5.51 Redeveloping the site for employment uses would therefore comply with policies PS 13 and CYF1 of the JLDP.

Engagement

- 5.52 The adopted SPG provides Diagram 4 in order to explain the process of screening the Proposed Development. It emphasises the benefit of engaging and consulting with the planning service and other stakeholders during the pre-application stage in a manner that is proportionate to the scale and type of Proposed Development.
- 5.53 The application will be subject to both non-statutory and statutory pre-application consultation prior to the submission of the planning application.
- 5.54 The applicant considers consultation to be an important part of the planning process and seeks to engage with the relevant authorities, organisations, stakeholders and communities, where appropriate to do so. In the case of the Proposed Development, this has included the submission of a pre-application enquiry at an early stage to include on-going discussion with Council officers including the Local Planning Authority. The draft planning application will also be subject to Pre-Application Consultation (PAC) prior to the submission of a formal planning application, which will include a public consultation event.

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5.55 The extent of engagement undertaken prior to the submission of this planning application is considered to be proportionate for the proposal.

Assessment of effect on Welsh language

5.56 The assessment of effect on the Welsh language is set out in Tables 5.6 – 5.10 as required by the adopted SPG.

Table 5.6 Assessment of effect on language and mobility of the population

LANGUAGE AND MOBILITY OF POPULATION	Consideration of potential effects	Score		
Explain with full evidence, whether the development is likely to result in a change in the composition of the population in the area now and in the future, and in particular in terms of contributing or affecting the linguistic composition		Effect	Likelihood	Composite score
How is the development going to ensure opportunities for people to stay in their community?	<p>The Proposed Development relates to an employment use comprising of B1 offices, B1 research and development units, B8 data centre and associated development.</p> <p>It is expected to provide employment opportunities for local people, who would be expected to travel up to an hour to Holyhead. This includes an area extending towards St Asaph to the east, down towards Harlech and Pentrefoelas to the south and down towards Pwllheli/Tudweiliog to the west.</p> <p>In terms of employment, Anglesey has suffered a major decline in attractive and long-term jobs over the past 10 years. This occurred following the closure of Anglesey Aluminium, Eaton Electric, the reduction in the number of staff at the Magnox Wylfa Power Station decommissioning with prospects of significant investment and benefits to the region in terms of significant employment opportunities in the short and longer</p>	1	4	1

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terms. Shortly afterwards, Rehau announced the closure of its factory in Amlwch followed by the announcement by Horizon Nuclear Power in 2021 to withdraw the DCO application for Wylfa Newydd.

It is therefore essential, in order to stem out-migration, that Anglesey is able to offer an increase in both attractive and long-term job opportunities.

The Proposed Development would offer employment opportunities during both construction and operation.

During construction, the Proposed Development, would be expected to support 683 direct FTE construction jobs on Anglesey and 6143 across the rest of Wales (over a five year period). These would provide opportunities on Anglesey, North Wales and across Wales. 63.1%, 31.2% and 16.2% of those working in the construction sector on Anglesey, in North Wales and across Wales in 2021 were Welsh speakers. The employment opportunities offered during the construction sector would therefore provide employment opportunities to existing local people across North Wales who work in the construction sector.

During operation, the Proposed Development is expected to provide significant employment opportunities across a range of sectors. Based on the use classes proposed as part of the Proposed Development, the following jobs are expected during operation:

Industry	Low employment	High employment
B1 office space	833	833

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	B1 research and development	83	125			
	B8 data centre	235	1,115			
<p>These would provide significant employment opportunities across Anglesey and the local area (within an hour's drive from Holyhead).</p> <p>Providing long-term employment opportunities within the largest centre on Anglesey would conform with the employment growth the JLDP envisaged for Holyhead. The provision of employment opportunities for local people forms an important part of sustaining local communities, especially in areas such as Holyhead which have seen a small increase in population between 2011 and 2021, whilst Anglesey experienced an overall decrease in population (-1.25%). This is in contrast to the overall increase in population experienced across Wales (1.5%) and Wales and England (6.8%).</p> <p>Population growth is important for communities' viability and is therefore important in order to maintain and strengthen communities (and therefore strengthen Welsh language and culture for the future) (Inspector's Report on the examination into the Anglesey and Gwynedd JLDP, 2017). The JLDP's strategy has sought to accommodate <i>"an aspirational, employment-led growth which is based on an anticipated upturn in economic activity that would effectively reverse the trend of young people leaving the area in search of work opportunities and increase the prosperity of the area"</i> (p.8-9 Inspector's Report on the examination into the Anglesey and Gwynedd JLDP, 2017).</p> <p>The Proposed Development and the employment opportunities offered by it would contribute towards meeting the employment-led population growth expected for Anglesey and Gwynedd as per the JLDP.</p>						

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	<p>The types of jobs provided are expected to require some upskilling and training within the local workforce, however, evidence provided as part of the EclA, suggests that the workforce within a distance of 1 hour drive from Holyhead could meet the employment opportunities offered as part of the proposal.</p> <p>The provision of employment opportunities would enable local people from Holyhead and other areas of Anglesey to remain in their local communities, contributing towards supporting the Welsh language within those communities.</p>			
<p>Is there a likelihood that the development will attract additional people to the community? If it will, how many are expected? Where will they come from? How many and what percentage are likely to be Welsh speakers?</p>	<p>The employment opportunities expected to be provided as a result of the Proposed Development during both construction and operation, are expected to be met by existing workers within the North Wales area.</p> <p>Employment opportunities during construction are expected to be met by construction workers from the North Wales area, which include Welsh speakers.</p> <p>Employment opportunities during operation are expected to be met by the workforce available within an hour's drive from Holyhead (extending towards St Asaph, Pentrefoelas, Harlech, Pwllheli and Tudweiliog). In light of this, the proposal is not expected to lead to attracting additional people to the community. However, some workers may choose to relocate to be closer to their place of work, however, at this stage, the number/proportion cannot be quantified.</p>	0	4	0
<p>Is there a likelihood that local people will migrate from the</p>	<p>It is highly unlikely that the Proposed Development would lead to local people leaving the community of Holyhead as a result of the development.</p>	0	4	0

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<p>community as a result of the development?</p>	<p>Past trends show continuous out-migration of young people aged 15-29 from Anglesey since 2001, partly as a result of lack of employment opportunities and lack of affordable housing. Analysis of the baseline identifies out-migration as one of the biggest challenges facing the communities of Anglesey. Whilst this is typical in many rural areas where young people want to move away from home to larger cities, the potential for the Proposed Development to reduce, and even reverse, the out-migration trends of young people from Holyhead and Anglesey is considered to be beneficial.</p> <p>Providing long term employment opportunities and increasing economic activity would all contribute towards sustainable communities where the Welsh language can be a part of it.</p> <p>The employment growth strategy contained in the adopted JLDP highlights the need to increase the number of jobs in order to retain the existing Welsh-speaking workforce of Anglesey and Gwynedd and attract previous working age residents to return to the area.</p> <p>These economic growth aspirations in the adopted JLDP are consisted to be an important element of reducing out-migration (including Welsh speakers) from the communities of the Anglesey and Gwynedd, which in turn helps to sustain Welsh-speaking communities.</p> <p>Retaining local people on Anglesey (of which 55.8% are Welsh speakers) would be beneficial in terms of the Welsh language and culture, as these may otherwise leave the area to find work.</p>			
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<p>Is the development likely to result in a change in the age structure of the community: more or fewer children, young people, middle-aged people, older people?</p>	<p>Due to the offer of new employment opportunities, the Proposed Development is likely to be attractive to the working age population of Anglesey (57%), which decreased as a proportion of the population of Anglesey between 2011 and 2021 by 7.9%.</p> <p>Working age populations, especially young people are attracted to geographical locations where economic development is at its strongest and where there is a prosperous economy. However, economically prosperous locations could also attract non-Welsh-speaking individuals.</p> <p>The employment opportunities offered could lead to a further increase in the number of those who are of working age and economically active in Holyhead, Anglesey and the North Wales area, which would be beneficial as part of a balanced community.</p>	0	4	0
<p>Is there a likelihood that there will be a change in the balance between Welsh speakers (including learners) and individuals with no ability in Welsh?</p>	<p>The employment opportunities offered as part of the Proposed Development would not be expected to lead to a significant change to the population of Holyhead or Anglesey as the operational jobs would be expected to be met by the existing workforce available within an hour's drive from Holyhead. Therefore no change to the balance of Welsh/non-Welsh speakers is expected to occur in the Holyhead, Anglesey or North Wales communities.</p> <p>The employment opportunities are expected to enable local people to retain living in their local communities. Not providing employment opportunities is likely to contribute to the existing trend of outmigration of young people from Anglesey.</p>	0	4	0
<p>Is the change likely to be permanent or temporary?</p>	<p>No change is expected based on the existing balance of Welsh/non-Welsh speakers.</p>	0	4	0

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<p>Effect of the Proposed Development on language and mobility of population over 20 years</p> <p>The proposal offers employment opportunities in Holyhead, which could play a key part in the regeneration of Holyhead as an attractive place to live and work as per policy CYF 1 of the JLDP. The employment opportunities would be all year round, providing high quality employment opportunities expected to be filled by local people from the an hour's drive from Holyhead within the North Wales area.</p> <p>Some upskilling and training to the local workforce may be required in terms of specialist jobs, however, the available workforce could meet the employment opportunities provided.</p> <p>Providing long term employment opportunities and increasing economic activity would all contribute towards sustainable communities where the Welsh language can be a part of it.</p> <p>The employment growth strategy contained in the adopted JLDP highlights the need to increase the number of jobs in order to retain the existing Welsh-speaking workforce of Anglesey and Gwynedd and attract previous working age residents to return to the area.</p> <p>The employment opportunities offered are expected to contribute towards assisting to retain local people in Holyhead, Anglesey and North Wales. Past trends have shown that Anglesey has experienced continuous out-migration since 2001, in part due to lack of employment opportunities. Retaining local people on Anglesey (of which 55.8% are Welsh speakers) would be beneficial in terms of the Welsh language and culture, as these may otherwise leave the area to find work. This would help to sustain Welsh-speaking communities in Holyhead, on Anglesey and across North Wales.</p> <p>The proposal would therefore be expected to have a beneficial effect on Welsh language and culture.</p>			
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Table 5.7 Assessment of effect on visual elements of the Welsh language

VISUAL ELEMENTS	Consideration of potential effects	Score		
Explain with evidence, how the development will affect the language visibility in the area, in term of promoting the unique culture of the area.		Effect	Likelihood	Composite score
Will the development increase the visibility of the language?	The Proposed Development is currently proposed to be known as 'Prosperity Parc' and 'Parc Ffyniant', providing a bilingual name, which could contribute towards maintaining and increasing the visibility of the Welsh language in the area. The final name for the development has not been concluded, and the applicant is considering using a Welsh name only for the proposal.	0	4	0
Site name or development –will it retain an old Welsh name or will any new names be derived from historic, geographical or local ties to the area, if practical.		0	4	0
Corporate image and branding - signs and advertisements on the site that are within the planning remit, e.g. advertising/marketing sign for a new housing site, signs and advertisements to customers in public places on employment sites.	<p>The following objectives would be implemented by the developer in relation to external signs, advertising and publicity activities:</p> <ul style="list-style-type: none"> • All external signage to be in Welsh and English; • Produce all advertising/marketing 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. 	0	4	0

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Effect of the Proposed Development on visual elements over 20 years			
The proposal is expected to beneficially contribute towards the visual elements of the Welsh language in Holyhead which would have an overall beneficial effect on the Welsh language in terms of promoting Welsh culture and place names. However, this isn't expected to lead to a direct change to the proportion of Welsh speakers and therefore an overall neutral effect on the proportion and number of Welsh speakers is identified.			

Table 5.8 Assessment of effect on quality of life including community infrastructure

QUALITY OF LIFE INCLUDING COMMUNITY INFRASTRUCTURE	Consideration of potential effects	Score		
	Explain with full evidence, how the development affects the community's quality of life (public amenities and community facilities and services).	Effect	Likelihood	Composite score
To what extent does the development affect public amenity/the environment in the area? Will the area be more/less desirable to live in?	<p>The proposal offers the opportunity to redevelop a brownfield site on the approach into Holyhead which was formerly the Penrhos Aluminium Works site, to be known as Prosperity Parc. This would include landscaping and supporting green infrastructure around the site's perimeter and throughout the site, providing a pleasant environment, which would be an attractive place to work.</p> <p>The application site is generally located away from residential areas, but is in close proximity to Penrhos Country Park. A cycling and walking path runs to the north of the application site providing links with the nearby retail park, town centre and Penrhos Coastal Park.</p>	0	4	0

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	The Proposed Development is well screened from the surrounding areas, however, improving the site's overall appearance and amenity would contribute towards the enjoyment of this part of Holyhead.			
How adequate is the availability of childcare and pre-school places in the locality?	The Proposed Development is not expected to lead to a change to the population of Holyhead or Anglesey as the operational workforce is expected to be available within an hour's drive from Holyhead. No change in the demand and therefore no effects on child-care and pre-school places are expected.	0	4	0
How adequate are the number of school places in the local area? Would the development be likely to call for more places or is there enough space in the schools? Are there enough resources so that schools can continue to fulfil their role in producing fluent Welsh speakers?	The Proposed Development is not expected to lead to a change to the population of Holyhead or Anglesey as the operational workforce is expected to be available within an hour's drive from Holyhead. No change in the demand and therefore no effects on school places are expected.	0	4	0
How would the development be likely to affect the balance between non-Welsh speaking pupils and Welsh speaking pupils at school? Would more places be needed in the immersion unit? Are there enough resources to provide facilities and opportunities so that children from non-Welsh speaking homes	The Proposed Development is not expected to lead to a change to the population of Holyhead or Anglesey as the operational workforce is expected to be available within an hour's drive from Holyhead. No change in the balance of Welsh/non-Welsh speaking pupils in schools is therefore expected.	0	4	0

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<p>and those who have learned Welsh as a second language can use and improve their Welsh and become part of the Welsh community?</p>				
<p>Would the development increase the demand on local facilities and services?</p>	<p>An increase in the number of people present in Holyhead on a daily basis during construction and operation could lead to an increased demand on local facilities and services for example public transport, shops, garages.</p>	<p>0</p>	<p>4</p>	<p>0</p>
<p>The extent to which the development will have a positive or negative impact on existing facilities or services?</p>	<p>The spatial strategy for the JLDP identifies that the sub-regional centres and urban service centres (which includes Holyhead) provide the best range of services, employment opportunities and access to public transport.</p> <p>It is considered that the proposal is likely to have a beneficial effect on the provision of local services as the increased demand would help to support the future vitality of existing facilities and services.</p> <p>The Proposed Development is not expected to lead to an increase in demand on local facilities and services which is beyond the capacity of a town like Holyhead to meet them.</p>	<p>0</p>	<p>4</p>	<p>0</p>
<p>How will the development maintain or create new opportunities to promote the Welsh language in local facilities</p>	<p>The Proposed Development comprises of an employment development and would not provide direct opportunities to promote the Welsh language in local facilities.</p>	<p>0</p>	<p>4</p>	<p>0</p>

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and services such as halls, shops, and so on?				
Does the development have the potential to have a positive or negative impact on the activities of different groups that are active in the community which were identified in the profiling work, e.g. nursery organisations, the Urdd, voluntary groups? What is the capacity of local providers to cope with the change?	The Proposed Development itself is not expected to affect the activities of different groups which are active in the communities across Holyhead. The Proposed Development would not lead to a change in the population of Holyhead. The employment opportunities would be expected to assist local people to remain living in their local communities across Holyhead, Anglesey and North Wales, enabling those who are currently active in community groups, to remain in the area.	0	4	0
How could the Welsh community and its institutions integrate the development?	The Proposed Development offers the opportunity to raise awareness about the Welsh language as part of the proposal by increasing the visibility of the language within the proposal by way of site name and signage. These would assist the proposal to integrate into the community. No further support from the Welsh community would be expected in order to integrate the proposal.	0	4	0
<p>Effect on quality of life including community infrastructure over 20 years</p> <p>Based on the considerations presented above, the Proposed Development would be expected to have some beneficial effects on quality of life including community infrastructure. The redevelopment of a large brownfield site provides the opportunity to improve the attractiveness of the site and its surroundings, but given the self-contained nature of the site, this would have limited effects outside the site itself. The redevelopment provides the opportunity to improve the amenity and environment of the site itself for its future employees. The scheme could lead to an increase in demand for local facilities and service in an area identified for growth, and which has suffered the downturn of the high street, which would be beneficial for the quality of life for those living, working and visiting Holyhead.</p>				

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Table 5.9 Assessment of effect on the housing market

THE HOUSING MARKET	Consideration of potential effects	Score		
Explain with evidence, how the development is likely to affect the housing market in the area now and in the future, and in particular in terms of contributing or affecting the linguistic constitution.		Effect	Likelihood	Composite score
Expected market price for the houses and how this compares with the household income locally	The Proposed Development relates to an employment development of B1 (offices and research) and B8 (data centre) uses, rather than a housing proposal and would not deliver housing.	N/A	N/A	N/A
Would the development be likely to have a positive or negative impact on the average house price in the area affected?	The Proposed Development has the potential to deliver significant employment opportunities for the local people of Holyhead, Anglesey and North Wales. The proposal may influence the attractiveness of Holyhead as a place to live and work, which may in turn impact on the demand for housing in the town. However, employment opportunities during operation are expected to be met by the local workforce within an hour's drive from Holyhead. Workers are not expected to relocate as a result of the employment opportunities.	0	4	0
Affordable housing contribution and how this compares with policy requirements.	The Proposed Development would not deliver housing and there would not be a requirement to deliver affordable housing.	N/A	N/A	N/A
Expected or proposed development rate of	It is expected that the Proposed Development could be open by 2026 and fully complete by 2031, therefore being phased over a five year period.	0	4	0

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development. Would it happen slowly?				
Housing mix and how it compares with policy requirements, county or local surveys, or other sources of information.	The Proposed Development would relate to an employment development and would not provide housing.	N/A	N/A	N/A
Housing numbers and how this compares with the demand for housing and the supply of housing set out in the Plan and granted consent since the Plan's adoption.	The Proposed Development would relate to an employment development and would not provide housing.	N/A	N/A	N/A
Increased potential impact the development could have, taking into account any other relevant recent developments in the local area	The Proposed Development would relate to an employment development and would not provide housing.	N/A	N/A	N/A
Would the development increase the demand for private rented housing, which would mean less	The Proposed Development is not expected to lead to changes to the population or population movement with workers expected to travel from their existing homes from up to an hour's drive from Holyhead. Therefore no effect on the private rented sector is expected.	0	4	0

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<p>stock available to local households?</p>				
<p>Effect of the proposed development on the housing market over 20 years</p> <p>The Proposed Development would relate to an employment development, rather than housing. The proposal may influence the attractiveness of Holyhead as a place to live and work, which may in turn impact on the demand for housing in the town. However, employment opportunities during operation are expected to be met by the local workforce within an hour's drive from Holyhead. Workers are not expected to relocate as a result of the employment opportunities. Average house prices and demand for private rented sector is not therefore expected to be affected.</p>				

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Table 5.10 Assessment of effect on economic factors

ECONOMIC FACTORS	Consideration of potential effects	Score		
Explain, with evidence, how the development affects the economics of the local area.		Effect	Likelihood	Composite score
How does the development contribute to existing employment opportunities in the area.	The Welsh Government are committed to creating the best environment to support the mutually beneficial growth of the Welsh language and economic development. They recognise the synergy between nurturing economic growth, jobs, wealth-creation and the well-being of the Welsh language	1	4	4
Does it promote economic diversity in the local area, i.e. creating jobs that are not available locally?	<p>The Proposed Development, due to its attractive offer of employment opportunities, would be likely to enhance the offer of employment opportunity available within Holyhead, Anglesey and North Wales (areas within an hour's drive from Holyhead).</p> <p>Employment opportunities are presented during the construction phase and the operational phase of the development. Operational employment opportunities would include those in offices, research and development and data centres.</p> <p>Whilst construction employment opportunities are already available in the area, the proposal would lead to additional opportunities, creating additional job opportunities within the construction industry at an Anglesey and North Wales level.</p>	1	4	4

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	<p>During employment, data centres and research and development could promote economic diversity in Holyhead and on Anglesey, creating new types of jobs, or certainly additional jobs, to those already available at present.</p> <p>The employment opportunities offered during operation may require some upskilling and training within the workforce, depending on the nature of the jobs that would be available.</p> <p>The proposal would support existing local businesses including shops, cafes and other services in terms of additional expenditure available within Holyhead. As such, the Proposed Development would assist the economic viability of existing businesses within Holyhead and the locality would appear more attractive for businesses to relocate to.</p>			
<p>Number of full and/ or part time jobs.</p>	<p>Employment opportunities are presented during the construction phase and the operational phase of the development.</p> <p>Construction</p>	<p>1</p>	<p>4</p>	<p>4</p>
<p>Skills which are necessary for the business or organisation and how that compares with the labour skills of local people (within the travel to work area).</p>	<p>The Proposed Development is expected to involve a construction expenditure of around £1Bn. The EclA expects the development to create 683 FTE gross construction jobs on Anglesey and 6,143 for the rest of Wales. This would equate to supporting 152 annual construction jobs on Anglesey and 1,367 annual construction jobs across the rest of Wales. When considering factors such as leakage, displacement, the EclA estimates that 188 FTE additional jobs will be supported over a five-year period at an Anglesey level and 3,578 across the rest of Wales.</p>	<p>1</p>	<p>4</p>	<p>4</p>
<p>Labour skills of local people (within the travel to work area) and the likelihood according to</p>		<p>1</p>	<p>4</p>	<p>4</p>

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<p>the above assessment that the jobs will be filled from among the local population.</p>	<p>Of the usual residents aged 16 and over in employment on Anglesey, 6.0% work within the construction industry. Given that 63.1% of the population on Anglesey who work in the construction industry are Welsh speakers, it is considered that the construction of the Proposed Development will provide opportunities for local businesses who work in the construction sector to benefit.</p>															
<p>Is it likely that you will need to search outside the local area for employees, e.g. to obtain specialist skills.</p>	<p>This would beneficially support the local economy in terms of local expenditure and in turn, contributing towards a sustainable local community where the Welsh language can continue to become an increasingly spoken community language.</p> <p>Operational</p> <p>The EclA estimates the number of jobs during operation and these are set out below:</p> <table border="1" data-bbox="622 746 1532 954"> <thead> <tr> <th style="background-color: #f4a460;">Industry</th> <th style="background-color: #f4a460;">Low employment</th> <th style="background-color: #f4a460;">High employment</th> </tr> </thead> <tbody> <tr> <td>B1 office space</td> <td>833</td> <td>833</td> </tr> <tr> <td>B1 research and development</td> <td>83</td> <td>125</td> </tr> <tr> <td>B8 data centre</td> <td>235</td> <td>1,115</td> </tr> </tbody> </table> <p>These figures align with the business case set out for the Anglesey Freeport, which includes the application site within its business case.</p> <p>As the types of jobs opportunities created by the development would be ones that are already available in North Wales, the skills required for these jobs are expected to be available within the existing workforce. However, for certain types of skilled jobs, some training and upskilling may be required in order to enable the local North Wales workforce to benefit fully from the employment opportunities provided.</p>	Industry	Low employment	High employment	B1 office space	833	833	B1 research and development	83	125	B8 data centre	235	1,115	0	3	0
Industry	Low employment	High employment														
B1 office space	833	833														
B1 research and development	83	125														
B8 data centre	235	1,115														

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<p>Salaries that will be offered and how that compares with average wages in the area.</p>	<p>The construction opportunities offered are not expected to lead to a change to salaries within the construction sector on Anglesey or across North Wales, as these would not be new jobs and would be expected to support existing jobs.</p> <p>During operation, the salaries for the jobs are not currently known, but it is expected for these jobs to be well-paid and attractive jobs for the local population, and ones where workers would be prepared to travel up to an hour to site.</p>	0	3	0
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<p>Which language skills are essential and desirable for the jobs created by the development. These will need to be defined as part of the development's Welsh language plan (voluntary or statutory)</p>	<p>Construction</p> <p>In the short-term, the Proposed Development would be expected to provide additional opportunities for those which are employed in the construction sector locally.</p> <p>Whilst Welsh language skills are not expected to be essential or desirable for those working in the construction sector, given that 63.1% of the population of Anglesey who work in the construction sector are Welsh speakers, it is likely that a high proportion of the construction workers employed in relation to this Proposed Development on Anglesey would therefore be able to speak Welsh. As it is expected that the employment demand during construction can be met in part by construction workers from the Island and from North Wales, it is likely that the construction workers would be aware of the importance of the Welsh language as a community language. If construction workers were to come from further afield, their awareness and respect towards the Welsh language may not be so prominent.</p> <p>Construction companies usually have a Community Liaison Officer and it would be expected that this role, as a public facing role which would be responsible for liaising with the local community, would include the requirement the ability to communicate through the medium of Welsh. Further details could be controlled by way of requiring a Welsh Language Plan as part of a planning condition.</p> <p>Operational</p> <p>It is expected that the new additional employment opportunities generated from the operation of the Proposed Development can also be met locally by a workforce living</p>	0	3	0
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	<p>within an hour's drive from Holyhead. These workers would be expected to include a proportion of Welsh speakers, and be aware of the Welsh language as a local language.</p> <p>Given that this application is an outline application, with access to be determined as part of the application, details of the desirability of Welsh language skills of jobs during operation is not yet known. This detail could be requested and assessed as part of a Welsh Language Plan, secured by way of a planning condition.</p>			
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Language skills that will be necessary to integrate into the local community, i.e. what language would be necessary for different types of jobs	Given that this application is an outline application, with access to be determined as part of the application, details of the Welsh language skills of jobs during operation is not yet known. This detail could be requested and assessed as part of a Welsh Language Plan, secured by way of a planning condition.	0	3	0																
Will a front-line service be provided to the public?		0	4	0																
Increased potential impact the development could have, taking into account any other relevant recent developments in the local area	The Proposed Development relates to the redevelopment of a previously developed site, which is safeguarded for employment in the adopted JLDP. Depending on construction timescales, the proposal could be brought forward at a similar time to other projects on Anglesey which could lead to a demand for construction workers locally over the same period of time. This may lead to the need for construction work to be provided by construction companies from across Wales or over the border in England.	0/-1	2	-2																
Is the development likely to have a positive impact on current local businesses, e.g. by offering business opportunities to supply the requirements of the new business for goods?	<p>During construction, the proposal offers the opportunities for the supply chain across Anglesey and North Wales. The EclA estimates that indirect jobs could be supported in the supply chain as follows:</p> <table border="1" data-bbox="528 1031 1532 1222"> <thead> <tr> <th>Indirect</th> <th>FTEs</th> <th>Job years</th> <th>Annual jobs</th> </tr> </thead> <tbody> <tr> <td>Anglesey</td> <td>188</td> <td>210</td> <td>42</td> </tr> <tr> <td>Rest of Wales</td> <td>3578</td> <td>3981</td> <td>769</td> </tr> <tr> <td>Total</td> <td>3766</td> <td>4191</td> <td>838</td> </tr> </tbody> </table>	Indirect	FTEs	Job years	Annual jobs	Anglesey	188	210	42	Rest of Wales	3578	3981	769	Total	3766	4191	838	1	4	4
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Total	3766	4191	838																	

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	<p>These indirect jobs within the supply chain would provide beneficial effects for local business across Anglesey and North Wales, supporting existing business, who employ locally and lead to spin-off spending in the Anglesey and North Wales economy.</p> <p>The presence of workers at the site during operation is also likely to lead to spin-off spending within local businesses in the town centre of Holyhead, including shops and cafes. Holyhead, similarly to many other towns in Anglesey and beyond, has seen the closure of many services and business located on the High Street during the past 10 years. Providing attractive employment development nearby has the potential to ignite further regeneration of the High Street by attracting businesses back into the town. The development would provide an all-year round need for service provision rather than seasonal additional influx. This, in turn, would support more full time/all year jobs rather than seasonal jobs.</p> <p>As well as the creation of new jobs within the site itself, businesses would generate additional economic activity in the wider economy. These are as follows as extracted from the EclA:</p>			
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	<p><u>Employment case: Low</u></p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">(€M)</th> <th style="text-align: center;">Anglesey</th> <th style="text-align: center;">Wales</th> <th style="text-align: center;">UK</th> </tr> </thead> <tbody> <tr> <td>Gross local output</td> <td style="text-align: center;">153.3</td> <td style="text-align: center;">153.3</td> <td style="text-align: center;">153.3</td> </tr> <tr> <td>Net GVA</td> <td style="text-align: center;">108.9</td> <td style="text-align: center;">55.4</td> <td style="text-align: center;">75.4</td> </tr> <tr> <td>Net earnings</td> <td style="text-align: center;">52.7</td> <td style="text-align: center;">28.7</td> <td style="text-align: center;">37.9</td> </tr> <tr> <td>Net FTEs</td> <td style="text-align: center;">1,219</td> <td style="text-align: center;">481</td> <td style="text-align: center;">677</td> </tr> </tbody> </table> <p><u>Employment case: High</u></p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">(€M)</th> <th style="text-align: center;">Anglesey</th> <th style="text-align: center;">Wales</th> <th style="text-align: center;">UK</th> </tr> </thead> <tbody> <tr> <td>Gross local output</td> <td style="text-align: center;">408.4</td> <td style="text-align: center;">408.4</td> <td style="text-align: center;">408.4</td> </tr> <tr> <td>Net GVA</td> <td style="text-align: center;">274.4</td> <td style="text-align: center;">263.0</td> <td style="text-align: center;">357.9</td> </tr> <tr> <td>Net earnings</td> <td style="text-align: center;">135.4</td> <td style="text-align: center;">136.1</td> <td style="text-align: center;">179.6</td> </tr> <tr> <td>Net FTEs</td> <td style="text-align: center;">2,228</td> <td style="text-align: center;">2,283</td> <td style="text-align: center;">3,212</td> </tr> </tbody> </table>	(€M)	Anglesey	Wales	UK	Gross local output	153.3	153.3	153.3	Net GVA	108.9	55.4	75.4	Net earnings	52.7	28.7	37.9	Net FTEs	1,219	481	677	(€M)	Anglesey	Wales	UK	Gross local output	408.4	408.4	408.4	Net GVA	274.4	263.0	357.9	Net earnings	135.4	136.1	179.6	Net FTEs	2,228	2,283	3,212			
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<p>Effect of the proposed development on employment over 20 years</p> <p>The Proposed Development as a whole would contribute positively towards the economy of Holyhead, Anglesey and North Wales. The proposal would include the redevelopment of a previously developed safeguarded employment site to provide significant high quality operational jobs that could be supported by the local workforce in North Wales, whom are expected to be available within an hour's drive from Holyhead. Providing opportunities for local people to retain living in Holyhead, on Anglesey and in other area of North Wales would be beneficial for the local communities and the Welsh language.</p> <p>Employment opportunities are presented during the construction phase and the operational phase of the development. Operational employment opportunities would include those in office, research and development and data centres.</p>																																												

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<p>The Proposed Development would provide support for existing employment during construction for companies and workers based on Anglesey and in the North Wales Area for up to five years. Given that 64.8% of the population on Anglesey who work in the construction industry are Welsh speakers, this would beneficially affect local people.</p> <p>The economic benefits associated with the Proposed Development, during construction and operation, would support the local economy and in turn support and maintain Welsh language and culture. Support for the local economy will be in the form of generating additional employment opportunities and additional spend in the economy. Ensuring a prosperous economy with quality, long-term jobs for local people is an important contributor towards maintaining and strengthening communities.</p> <p>The employment opportunities offered as part of the development are beneficial for local people including Welsh speakers especially as part of the wider regeneration of Holyhead where new jobs must be available. A beneficial effect on the Welsh language is therefore identified.</p>			
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Summary of findings and conclusions

- 5.57 It can be seen from table 5.6 to 5.10 that the proposal would result in a low risk to the Welsh language within the Holyhead and Anglesey area, and that the development along with any future similar development proposed, would have an insignificantly positive effect upon the Welsh language of the area through the employment opportunities that it presents in the form of high quality permanent jobs.
- 5.58 The redevelopment of this previously developed site, especially as part of the Anglesey Freeport business case, could contribute to the transformational change of Holyhead as an attractive place to live, work and visit. Given the continuous out-migration of young people from Anglesey since 2001, the provision of high quality, permanent employment opportunities could assist local people to remain living in their local communities, and could contribute towards slowing down the recent trends in terms of out-migration of young people from the Island, which would be beneficial in terms of retaining local Welsh speakers.
- 5.59 In addition to employment opportunities at the site, the development would be expected to lead to spin-off spending elsewhere supporting and attracting businesses and services back to Holyhead including the town centre.
- 5.60 The economic benefits associated with the Proposed Development, during construction and operation, would support the local economy and in turn support and maintain Welsh language and culture. Support for the local economy will be in the form of generating additional employment opportunities and additional spend in the economy. Ensuring a prosperous economy with quality, long-term jobs for local people is an important contributor towards maintaining and strengthening communities.
- 5.61 Providing long term employment opportunities and increasing economic activity would all contribute towards sustainable communities where the Welsh language play an integral part.

6. Sustainability assessment

6.1 The adopted SPG requires the WLIA to consider the likely impact of the development on sustainability assessment objectives and a general assessment is provided in Table 6.1.

Table 6.1 Sustainability Assessment

Sustainability Assessment Objectives	Assessment	Summary
<p>1. Maintain and enhance biodiversity benefits and connectivity (SEA topics: biodiversity, fauna, flora, soil)</p> <p>Will the proposed development...</p> <ul style="list-style-type: none"> • Protect the integrity of designated sites (international, national and local), and avoid habitats/ fragmented species • Protect and enhance wildlife habitats on land and at sea (including the significant woodland asset found in the plan area), and wider biodiversity in rural and urban areas • Maintain and improve the provision of green infrastructure • Protect and enhance the designated geological sites and the wider diversity ground • Maintain and enhance the role of ecological connectivity 	<p>+</p>	<p>The planning application is accompanied by Phase 1 Habitat Survey which also provides biodiversity enhancement.</p> <p>The surveys highlight that due to industrial heritage of the site, it predominantly comprises previously developed land and this land has very little or no value in terms of habitats and species.</p> <p>The impacts of the development on on-site ecology will be limited, and mitigated through a combination of better on-site management of existing features, plus new planting and landscaping within the site which will further enhance the quality and diversity of habitats on-site.</p> <p>Please see the Phase 1 Habitat Survey for more detail.</p>

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<p>2. Promoting viability, cohesion, and community health and wellbeing (SEA topics: human health, population). Will the proposed development...</p> <ul style="list-style-type: none"> • Meet the needs of an ageing population • Reduce the number of work-age people who are out-migrating, in order to support communities that are balanced in terms of age of the population • Improve the provision and access to facilities and services to disadvantaged communities and rural areas. • Promote community interaction and social inclusion • Get rid of barriers and create opportunities for people to lead healthier lives, e.g. promoting exercise (walking, cycling) • Reduce health inequalities between areas and social groups 	+	Please see Table 5.6 of this WLIA.
<p>3. Preserve, promote and strengthen the Welsh language (SEA topic: cultural heritage) Will the proposed development...</p> <ul style="list-style-type: none"> • Protect and enhance the opportunities to promote and develop the Welsh language. 	+	Please see Section 5 of this WLIA.
<p>4. Preserve, promote and enhance cultural resources and historic heritage assets (SEA topic: cultural heritage) Will the proposed development...</p>	Neutral	The application site lies within close proximity to a range of listed buildings at Penrhos Coastal Park. Due to the enclosed nature of the application site and its previously developed nature, no effects on historic heritage assets is expected.

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<ul style="list-style-type: none"> • Ensure that local, historic and archaeological and cultural assets (including protection from new developments) are protected, and are maximized for the benefit of residents and visitors • Promote access to the historic environment for education and tourism purposes/economic development 		
<p>5. Support economic growth and facilitate a vibrant, diverse economy that provides local employment opportunities (SEA topic: Population)</p> <p>Will the proposed development...</p> <ul style="list-style-type: none"> • Promote and facilitate investment to local businesses across a variety of economic sectors • Improve and maximise employment opportunities, including in rural areas • Support the tourism industry by making environmental improvements and improving the infrastructure, and helping to improve existing resources and infrastructure • Provide access to opportunities for training, education and skills development for all sectors in the community • Treat the Welsh language less favourably than the English language in providing services to the public • Create opportunities for workers to use the Welsh language in the workplace 	++	<p>The economic benefits associated with the Proposed Development, during construction and operation, would support the local economy and in turn support and maintain Welsh language and culture. Support for the local economy will be in the form of generating additional employment opportunities and additional spend in the economy. Ensuring a prosperous economy with quality, long-term jobs for local people is an important contributor towards maintaining and strengthening communities.</p> <p>Please see Table 5.10 of the WLIA for a more detailed assessment.</p>

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<p>6. Provide good quality housing, including affordable housing that meets local need (SEA topic: population, human health).</p> <p>Will the proposed development...</p> <ul style="list-style-type: none"> • Improve the quality and availability of existing housing stock for deprived communities • Deliver more affordable and sustainable housing with the least possible environmental impact in rural and urban areas • Introduce adapted housing that addresses the individual needs of the communities 	<p>Neutral</p>	<p>The Proposed Development does not provide any housing.</p> <p>Please see Table 5.9 of this WLIA for a more detailed assessment.</p>
<p>7. Appreciate, conserve and enhance the rural landscapes and townscapes of the plan area (SEA topic: landscape)</p> <p>Will the proposed development...</p> <ul style="list-style-type: none"> • Protect and enhance the special features of the landscape in the plan area, including Areas of Outstanding Natural Beauty, the coastal/ marine landscape and townscape • Protect and improve the quality of open spaces that are accessible to the public in a rural and built environment • Ensure that new developments are appropriately integrated and sensitive to the landscape and townscape character of the plan area 	<p>+</p>	<p>Part of the application site lies within the Anglesey Area of Outstanding Natural Beauty (AONB). The site comprises a previously developed site which is safeguarded for employment purposes in the JLDP. The masterplan identifies areas of landscaping within the site in order to soften the overall appearance of the site and to provide biodiversity enhancement opportunities.</p> <p>Please see the Planning Statement for more detail.</p>

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<p>8. Support and enhance good transport links to support the community and the economy (SEA topic: population, human health).</p> <p>Will the proposed development...</p> <ul style="list-style-type: none"> • Improve accessibility in local areas, by linking transport networks (public and non-vehicular transport) with service centres • Reduce the need for private car travel, by improving the public transport infrastructure • Prioritise accessibility by having sustainable transport options for new developments 	<p>Neutral</p>	<p>The Transport Assessment presents an assessment of potential effects arising in terms of traffic and transportation.</p> <p>The existing opportunities for sustainable travel were examined, and it was concluded that there are good opportunities for pedestrian, cycle, bus and rail travel to and from the site, which is consistent with the previous use of the site as a large employment area.</p> <p>Pedestrian and cycle access would be improved as part of the proposed development, with pedestrian/cycle routes through the site and connections to off -site facilities.</p> <p>All junctions serving the site have capacity to accommodate the additional traffic generated by the development and no mitigation measures are required.</p> <p>Please see the Transport Assessment for more detail.</p>
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7. Mitigation and enhancement measures

7.1 An assessment of the effects of the Proposed Development on Welsh language and the community is presented in sections 5-6 which has identified beneficial effects on the Welsh language. Enhancement measures are proposed to enhance beneficial effects and these are set out below:

- Commitment to provide a bilingual or Welsh only name for the development which references the Welsh language. At present 'Prosperity Parc' and 'Parc Ffyniant' are proposed.
- External signage for the Proposed Development should be bilingual (Welsh and English).
- Commitment to supporting the local supply chain where possible during construction through early and proactive engagement with the potential supply chain in order to maximise benefits for businesses in Anglesey and North Wales.
- Commitment to source construction and operation labour locally, where possible.
- Provision of a Welsh Language Plan (to be secured by way of a planning condition) which would assess potential Welsh language skills of future jobs.
- Provision of a Local Employment and Skills Strategy in order to assess the types of skills likely to be required and to identify any training and upskilling that may be required in order to enable local people from North Wales to benefit from the operational employment opportunities offered by the Proposed Development.

7.2 It is proposed that a Welsh Language Mitigation and Enhancement Strategy is submitted, to be informed by discussions with the Local Planning Authority and local Menter Iaith Môn.

8. Conclusion

- 8.1 It is concluded that the Proposed Development would have beneficial effects on the Welsh language and the community of Holyhead, Anglesey and North Wales through the provision of employment opportunities for local people, with the potential to contribute towards a transformational change to the regeneration of Holyhead as an attractive place to live, work and visit. The Proposed Development has the potential with the right impetus to support, safeguard and further promote the use and development of the Welsh language.

Appendix A

SIONED EDWARDS

AREA OF SPECIALISM	<p>Over 12 years experience in planning working as a private planning consultant.</p> <ul style="list-style-type: none"> • Community and Linguistic Impact Assessment for proposals in Wales; • Planning appeals; • Housing and mixed use developments; • Tourism and leisure development; • Consultation and project management; • Planning & Development Appraisals; • Section 106 Negotiation.
PROFESSIONAL ORGANISATIONS	<ul style="list-style-type: none"> • Chartered Member of the Royal Town Planning Institute (RTPI)
QUALIFICATIONS	<ul style="list-style-type: none"> • BA (Hons) Geography • MSc (Dist) Planning, Practice and Research
RELEVANT WORK EXPERIENCE	<ul style="list-style-type: none"> • Working alongside Director of Cadnant Planning, Rhys Davies, Sioned has acted as lead author for the Wylfa Newydd Welsh Language Impact Assessment since 2011, leading on stakeholder and Steering Group discussions relating to Welsh language and culture. Sioned has worked closely with Arad Research on the development of the Welsh Language and Culture Mitigation and Enhancement Strategy (WLCMES). • Expert witness for Welsh Language and Culture in relation to Wylfa Newydd development. • Lead author of various WLIA's relating to employment and commercial proposals across North Wales authorities. • Lead author of WLIA and Mitigation Statement for residential developments in Conwy and for private house builders and landowners. • Lead author of WLIA for mixed-use development for residential units, commercial floorspace and employment proposals across North Wales authorities. • Lead author of WLIA for Wylfa Newydd Site Preparation and Clearance. • Lead author of WLIA for A5025 On-line Highway Improvements. • Lead author of WLIA in relation to NSIP renewable energy proposals including wind and solar. • Lead author of WLIA in relation to North Wales Connection Project.

CADNANT

PLANNING

Conwy | 20 Connaught House, Riverside Business Park, Benarth Road, Conwy LL32 8UB
| 01492 581800

Chester | Aldford House, Bell Meadow Business Park, Pulford, Chester CH4 9EP
| 01244 621007

www.cadnantplanning.co.uk