

**PENRHOS LEISURE VILLAGE**

**UPDATED WELSH LANGUAGE ASSESSMENT**

**MAY 2013**

HOW Planning LLP, 40 Peter Street, Manchester, M2 5GP  
Contact Partner: Gary Halman Telephone: 0161 835 1333



## CONTENTS

	<b>Page</b>
1. INTRODUCTION	1
2. SITE LOCATION AND DESCRIPTION	3
3. BASELINE CONDITIONS	4
4. DESCRIPTION OF THE DEVELOPMENT	6
5. WELSH LANGUAGE ASSESSMENT	7
6. SUMMARY TABLE	54
7. CONCLUSIONS	55



## 1. INTRODUCTION

The Welsh language is part of the social and cultural fabric of Wales. It is spoken by around 20% of the population, although many others have some knowledge of the language or are in the process of learning it. There are substantial variations between the proportion of Welsh speakers in different communities, varying from below 5% to above 85%. While most fluent Welsh speakers were born and educated in Wales, many people who have moved to Wales from other parts of the United Kingdom or elsewhere have learned the language and make a valuable contribution to the continued success of both the language and the communities in which they now live.

Anglesey is considered a language sensitive area and as a result all relevant developments must undergo a linguistic impact assessment. The purpose of this linguistic impact assessment is to aid the local planning authority in making an assessment of the potential impact of a development on a local community in general and on the Welsh language in particular. This comprises a checklist against 5 aspects of community life (population, quality of life, the economy, infrastructure and the cultural/social life of the community).

### ***TAN 20: The Welsh Language – Unitary Development Plans and Planning Control (June 2000)***

TAN 20 highlights the importance that the land use planning system has on the needs and interests of the Welsh language and how it can be utilised to effectively contribute to its wellbeing.

The TAN states that in determining individual planning applications and appeals where the needs and interests of the Welsh language may be a material consideration decisions must, as with all other planning applications, be based on planning grounds only and be reasonable. These planning grounds include adopted development plan policies, including those which have taken the needs and interests of the Welsh language into account. The TAN confirms that LPA's should determine planning applications in accordance with the adopted development plan unless material considerations indicate otherwise.

***Welsh Language Supplementary Planning Guidance (SPG)***

This SPG provides guidance on how IOACC will take into account the wellbeing of the Welsh Language in the development process and the supporting information that may be required to allow an adequate assessment of individual planning applications. It was adopted by the County in 2007.

Community and town council areas on Anglesey can be defined as Language Sensitive Areas as 25% or more of their Community Council areas speak Welsh based on the 2001 Census. The threshold has been recommended at this level by the report on 'Planning and Welsh Language.'

The SPG identifies the need for a Language Statement to accompany specified planning applications. In the case of tourism developments, the SPG states that development which triggers the EIA Regulations should also include linguistic impact assessment. For residential development, linguistic assessment is required for developments of more than 5 dwellings. Accordingly, an assessment has been undertaken in accordance with the SPG.

## **2. SITE LOCATION AND DESCRIPTION**

The site comprises approximately 207.5 hectares of land located on Holy Island. It is split into three component parcels of land referred to as Penrhos, Cae Glas and Kingsland. The site location and boundaries are shown on the plan in Figure 1.

Penrhos covers approximately 80 hectares of land to the north west of the A5 and the south/west of the coastline. It is occupied by the Penrhos Coastal Park, which offers permissive access to the public to footpaths through woodland, meadow and coastal environments managed by the landowner, Anglesey Aluminium Metals Ltd (AAM). Penrhos is also occupied by the buildings and farmland associated with the Penrhos Estate and Farm. Penrhos is also home to a cricket pitch, football pitch and several residential properties.

Cae Glas is located to the south of the A55, west of the Inland Sea and north of Trearrdur Bay. It is made up of 109 hectares of disused undulating farmland with areas of rocky outcrops and large areas of woodland. The only built form on Cae Glas is the remains of an old farmstead known as Tre' Gof. The area in the north east of the site is a former AAM landfill that has been capped and closed to public access.

Kingsland comprises 18.5 hectares of agricultural land located between the Holyhead Leisure Centre and Holyhead Golf Course.

### 3. BASELINE CONDITIONS

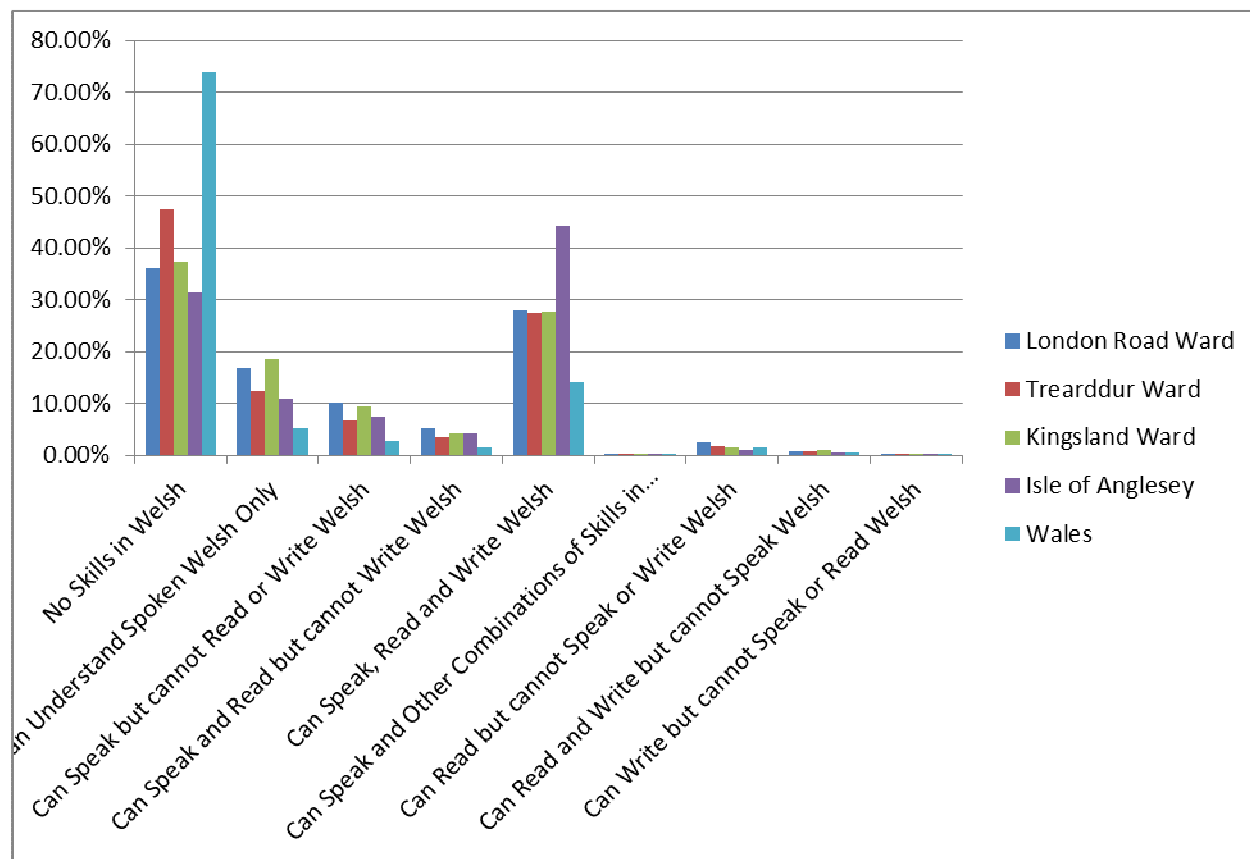
The table below shows the change in Welsh language skills between 2001 and 2011 based on census data. This shows that there has been a reduction in Welsh language skills on Anglesey over the ten years between the censuses, which is mirrored at the national level. Despite the reduction, levels of Welsh language skill remain significantly higher in Anglesey than in Wales as a whole.

#### Knowledge of Welsh in Anglesey and Wales in 2001 and 2011

<b>Knowledge of Welsh</b>	<b>Isle of Anglesey 2001</b>	<b>Isle of Anglesey 2011</b>	<b>Wales 2001</b>	<b>Wales 2011</b>
Understands spoken Welsh only	63.73%	63.42%	23.58%	22.76%
Speaks Welsh	60.13%	57.22%	20.76%	19.01%
Reads Welsh	54.90%	51.46%	20.21%	18.24%
Writes Welsh	51.40%	47.95%	17.66%	15.56%
Either speaks, reads or writes Welsh	61.67%	58.85%	23.50%	21.32%

#### 2011 Census Welsh Language Skills by Ward, Unitary Authority and Country

<b>Welsh Language Skills</b>	<b>London Road Ward</b>	<b>Trearddur Ward</b>	<b>Kingsland Ward</b>	<b>Isle of Anglesey</b>	<b>Wales</b>
No Skills in Welsh	36.10%	47.49%	37.38%	31.44%	73.90%
Can Understand Spoken Welsh Only	16.95%	12.34%	18.56%	10.89%	5.32%
Can Speak but cannot Read or Write Welsh	10.11%	6.69%	9.38%	7.42%	2.79%
Can Speak and Read but cannot Write Welsh	5.22%	3.46%	4.20%	4.19%	1.49%
Can Speak, Read and Write Welsh	28.00%	27.42%	27.74%	44.22%	14.09%
Can Speak and Other Combinations of Skills in Welsh	0.13%	0.18%	0.20%	0.26%	0.18%
Can Read but cannot Speak or Write Welsh	2.48%	1.71%	1.51%	1.02%	1.45%
Can Read and Write but cannot Speak Welsh	0.87%	0.67%	0.98%	0.45%	0.61%
Can Write but cannot Speak or Read Welsh	0.13%	0.04%	0.07%	0.11%	0.16%



The table and graph above show the range of language skills within the three wards which are closest to or cover the site. This shows that in the local area the level of Welsh language skills are significantly higher than across Wales as a whole but lower than the average for Anglesey. Although there are slight variations, there is no significant or notable difference between the three wards in terms of Welsh language skills.

#### **4. DESCRIPTION OF THE DEVELOPMENT**

The proposals are illustrated on the indicative masterplan included at Figure 2 and consist broadly of the following:

##### **Penrhos**

- up to 500 new leisure units including new lodges, cottages and conversion of the existing Estate buildings;
- a central hub building comprising reception, leisure facilities including indoor tropical water park, Farmer's market, gymnasium, spa and changing facilities, ten pin bowling, indoor sports hall, children's play area, cycle and sports hire centre; cafes, bars, restaurants and retail;
- the conversion of the Boathouse to a café and watersports centre, the Bathing House to a restaurant and Beddmanarch House to a visitor's centre;
- A Combined Heat and Power Centre; and
- Enhancements to the Coastal Path and provision of up to 29 hectares of high quality, landscaped publically accessible areas.

##### **Cae Glas**

- Up to 315 lodges for temporary use by nuclear workers and long term use as a holiday village;
- Central hub building providing reception and canteen for nuclear workers then facilities for holidaymakers;
- A Park and Ride facility comprising up to 700 car parking spaces;
- A new hotel of up to 75 bedrooms;
- A lakeside hub comprising restaurant, café, retail and bar;
- Grass football pitch and cricket pitch;
- A Combined Heat and Power Centre;
- A Visitor Centre and Nature Reserve allowing controlled public access; and
- A Heritage Centre;

##### **Kingsland**

- Up to 360 houses which would be temporarily used by nuclear workers and by residents in the long term.



## 5. WELSH LANGUAGE ASSESSMENT

This section of the report presents the series of questions as set out in the Planning and the Welsh Language SPG and the responses to them.

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

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

#### a) Please DESCRIBE your overall assessment

Anglesey has experienced a considerable decline in overall employment since 2003 with Welsh employment statistics showing a loss of 2,000 jobs, or -7.5%, between 2003 and 2010. This fall is dominated by job losses in the private sector, which declined by some 1,500 jobs over the period 2003-2010. These job losses occurred over a period during which Wales as a whole experienced total employment growth of just short of 1%, and an expansion in private sector jobs of 2.5%.

The Business Register and Employment Survey (BRES) shows that Anglesey's job losses have been considerable within the manufacturing sector which has lost in excess of 1,600 jobs over the period from 2003 to 2010, a decline of 48%. The government's Annual Population Survey (APS) shows job losses have been concentrated across lower skilled occupations, including process, plant and machine operatives, secretarial, and sales and customer service roles, with professional occupations experiencing only a small decrease<sup>1</sup>. In recent years, there have been substantial job losses at Anglesey Aluminium (-450 jobs), Eaton Electrical (-220 jobs), the Hedsrom factory (-60 jobs) and Peboc (-100 jobs).

A recent report by ESYS Consulting for Anglesey County Council provided a comprehensive baseline assessment of socio-economic conditions in Anglesey. The report states:

---

<sup>1</sup> Annual Population Survey, SOC analysis, accessed Nomis, Jan 2012.

- Recent economic development history 2004-2008 underlines longer term problems of performance with Anglesey experiencing decline during a period of overall growth
- Perhaps the major economic development issue facing Anglesey is that of peripherality and its distance from/to markets
- Existing deprivation is high around Holyhead and Amlwch to the north of the Island, as is the level of out-migration of young people and aging of the population
- A particularly important indicator of those communities suffering long term economic decline is demographic change. In Anglesey, although the proportion of 16-64 year olds has remained fairly constant...it has dipped in the past few years.

Taking into account overall employment decline on Anglesey, economic inactivity patterns have not worsened noticeably over the last decade or so despite the above mentioned job losses. Annual Population Survey (APS) data shows that the percentage of working age residents inactive has remained stable at around 30% since 2007. Unemployment rates, as measured by the Annual population Survey, have also stayed relatively stable at around 6%

The rate of Job Seekers Allowance (JSA) claimants as a proportion of working age population in Anglesey has increased a little since 2007 to 4.5% in 2010-11, although the trends have largely mirrored those experienced over Wales as a whole. The actual number of JSA claimants in Anglesey currently stands at around 1,800.

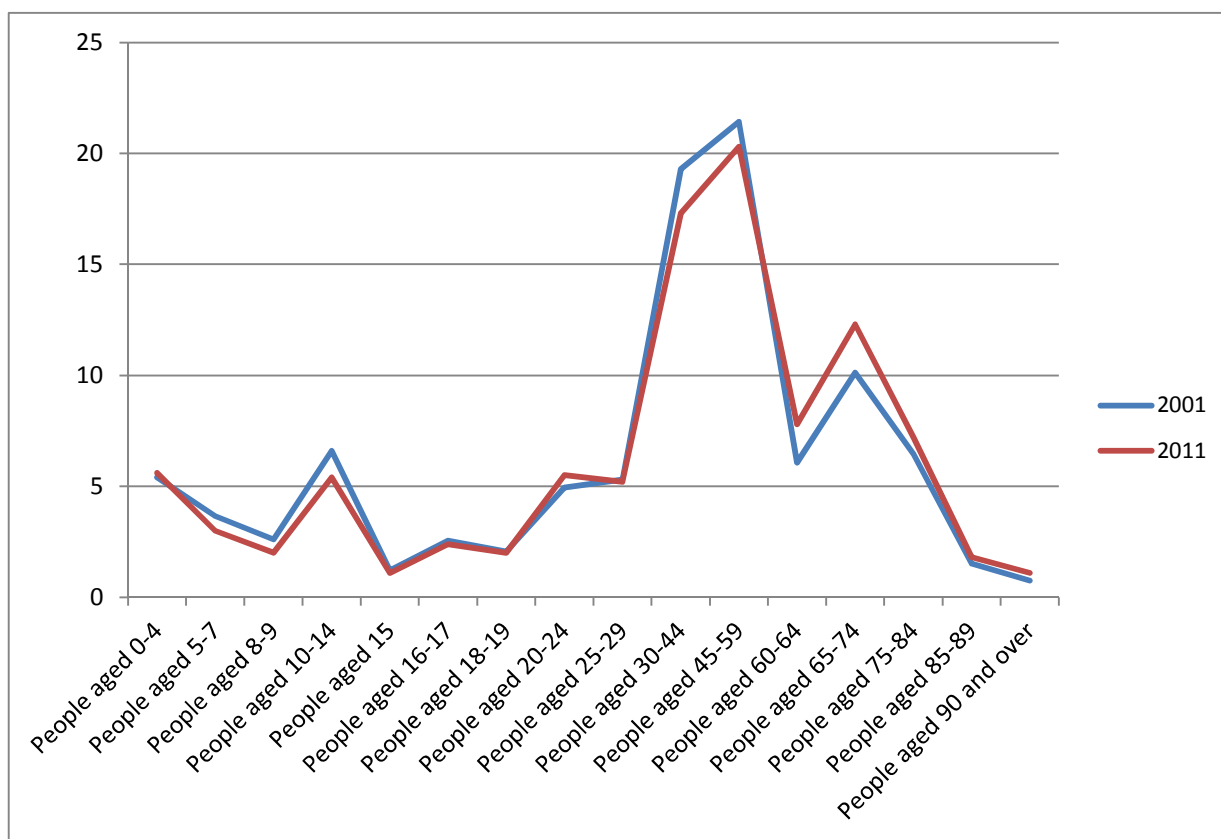
The need for additional employment is particularly intense in Holyhead Town and its surrounding urban area. The official unemployment rate in Holyhead, based on DWP job seeker and income support benefit claimants, currently stands at 13% in Holyhead Town and 10% on average across the Holyhead urban area in 2010, with in excess of 700 residents claiming some form of unemployment related benefit. Recent major job losses, such as those at Anglesey Aluminium, Eaton Electrical and the Hedsrom factory, have hit the town hard.

A recent bulletin provided by the Economic Development Service at IOACC provides further data on the challenges faced by Holyhead. In addition to the data outlined above, the bulletin suggests that on average, Job Seeker Claimant rates are 5 percentage points

higher in Holyhead than Great Britain, and that the volume of job seekers in Holyhead has risen by 310 residents since 2008. The EDS's Holyhead bulletin confirms and reinforces the pressing need for additional economic opportunities for local residents.

One of the reasons that inactivity and unemployment rates have not worsened is the substantial migration of working age people residents away from the Island, and to a lesser extent some increased daily out-commuting to jobs elsewhere in North Wales. Annual Population Survey data shows there has been a net loss of 1,300 working age residents since 2005, a -3.3% decline compared to a 1.2% increase at the level of Wales. The loss of working age residents (in large part due to a shortage of suitable jobs) is becoming a real issue for Anglesey.

According to Census data, between 2001 and 2011 the population of Anglesey grew by 2,922. Data for the number of live births and deaths for 2004-2010 shows that in that 7 year period there was a natural net reduction of 346 people on the Island. This indicates that the population growth was most likely achieved through inward migration rather than natural growth. The graph below shows the change in the population by age between 2001 and 2011. This clearly demonstrates that the proportion of the population of working age is reducing as the proportion of people of retirement age increases. This is supported by the absolute numbers (rather than only the proportion of the total population), which show that the population of 30-44 year olds reduced by 843 between 2001 and 2011 whereas the numbers of over 65s increased by 3,043.



Age Profile of Anglesey, 2001 – 2011

It is predicted that this development will lead to the creation of at least 465 Full Time Equivalent (FTE) jobs on-site once completed. It is predicted that at least 350 of these FTE jobs will be taken by Anglesey residents. Furthermore, the additional economic activity would help to support other local businesses through supply chain benefits. It is anticipated that this would generate a further 110 FTE jobs. This would help to address the problem that the island currently faces with out-migration, resulting in an increase or stabilisation in the population of Welsh speakers.

Data from the 2011 Census shows that 26.1% of the population had at least an NVQ level 4 qualification (broadly equivalent to a degree), compared to 23.9% in North Wales and 24.5% in Wales. Anglesey also had a higher share of population with a minimum qualification of NVQ 2 (broadly five GCSEs at grades A\*-C): 58.9% compared to 56.5% in both of the other areas. The percentage of people working in skilled trades was considerably higher on Anglesey (16.7%) than either North Wales (14.3%) or Wales (13.4%). This is of relevance since it indicates that the Island’s workforce could provide a pool of transferrable skills, which could be employed during the construction works to

generate economic benefits for Anglesey. The data also shows a relatively high proportion of residents employed in tourism related occupations.

As stated above, the number of JSA claimants in Anglesey over the last two years has averaged around 2,000. There are 290 JSA claimants in Anglesey currently seeking positions in skilled trades occupations, who will have a good fit with the new construction sector opportunities. The data also shows there are nearly 600 JSA claimants seeking personal and customer service positions, which fits well with the range of operational phase leisure/tourism jobs arising from the development. Overall we consider there to be a good fit between the skills and capacity within the local labour market and the nature of the jobs to be created as a result of the development.

In addition to the creation of jobs, the proposals include the provision of 360 houses at Kingsland. The residential element of the development would improve the variety and quality of housing on offer in and around Holyhead, offering greater options for local people looking for accommodation in the area. Although there are no specific controls that could be placed upon the sale of these homes to Welsh speakers, the provision of affordable housing would be of direct benefit to existing local residents attempting to find appropriate housing in the area. The Kingsland properties may be temporarily used by nuclear workers during the build out of Wylfa and 50% of any properties that are occupied by nuclear workers will subsequently be offered as affordable housing. The method by which these affordable units will be allocated would be determined by IOACC and their local housing association partners. These organisations will be able to set their own eligibility criteria with a view to conserving the Welsh language.

The temporary use of the Cae Glas site as nuclear workers accommodation village will see a temporary increase in the number of non-Welsh speakers in the area. However, this is a temporary effect of the development and will not affect the makeup of the population in the long term as these are transitory workers who will likely be involved in the delivery of the other nuclear power station projects anticipated in the UK over the forthcoming years. Further analysis of the impacts of the nuclear workers will be included in the Welsh Language Assessment completed as part of the Wylfa application process.

b) Please STATE previous evidence (local / national case studies drawing on the UK Census for 1991 and 2001)

- Nomis
- 2001 and 2011 Census Data
- Regeneris (2012) Economic and Tourism Needs and Benefits

c) Please STATE whether you consider that the development will have a POSITIVE (1), NEUTRAL (0), or NEGATIVE (-1)

0.8

d) How might any NEGATIVE impact be mitigated or any POSITIVE impact be enhanced?

The positive effect of the development on the retention of Welsh speakers will be enhanced through the commitment of Land and Lakes to prioritise the employment of local people within the Leisure Villages. This will ensure that the benefits of the development are felt locally and specifically by Welsh speakers.

The leisure village will be promoted as an opportunity for visitors to experience Welsh heritage and culture. Accordingly, employees will be encouraged to interact with customers in Welsh. Therefore, being a Welsh speaker will be advantageous for potential employees and may increase the likelihood of Welsh speakers choosing to stay in the area rather than seeking employment elsewhere.

**2. Is the project likely to lead to increased in-migration? Might this result in a permanent increase in the proportion of non-Welsh speaking households? Will the change be permanent or temporary?**

a) Please DESCRIBE your overall assessment

It is not anticipated that the project will lead to increased in-migration of non-Welsh speakers in the long term. The leisure developments at Penrhos and Cae Glas will attract short-term visitors that will not be seeking permanent residency.

The potential job creation associated with the leisure village, as described in section 1, above, has the potential to encourage Welsh speakers that have left the area to find work to return. This offers a potentially significant benefit to in-migration of Welsh speakers. Furthermore, there is a very good fit between the skills of the workforce in the local area and the nature of the jobs likely to be on offer. There is also lots of capacity in the local labour market with several hundred JSA claimants seeking jobs in relevant occupations. We envisage the vast majority of operational jobs will be taken by existing Anglesey residents, a number of whom may well have left the Island in search of other employment opportunities.

The on-site construction workforce will be predominantly local and already resident in the area, which will not affect in-migration. There is a substantial volume of off-site construction activity in manufacture and prefabrication associated with this project. The majority of the workers involved in this off site work will never visit the site, although a proportion (estimated at about 70 workers) will make periodic visits to the site. Of these contractors who do make periodic visits to the site, it is considered very unlikely that any will have motives to settle permanently in Anglesey.

In the short to medium term, there will be an increase in in-migration associated with the nuclear workers village at Cae Glas. However, this is a temporary arrangement and will not increase in-migration in the longer term.

The IOACC Position Statement on Wylfa Construction Workers Accommodation indicates that the temporary demand for worker accommodation should be used to enhance the local housing offer. It is likely that some of the nuclear workers will require private sector housing of a range of size and type. Therefore, the delivery of housing at Kingsland will

assist in meeting this temporary increase in housing need as well as enhancing the long term housing offer.

The residential development at Kingsland has the greatest potential of the component parts of the development to lead to an increase in inward migration. According to data from the office of national statistics, Anglesey has 73 second homes per 1,000 usual residents, which is the ninth highest proportion in the UK. It is not possible to sell houses to buyers on the basis of language or current residential status, which limits the ability of Land and Lakes to control effects on the Welsh language. However, the provision of affordable housing (at the rate of 50% of all units used for temporary nuclear workers) will directly benefit people from the local community who are seeking affordable accommodation in this location. The method by which these affordable units will be allocated would be determined by IOACC and their local housing association partners. These organisations will be able to set their own eligibility criteria with a view to conserving the Welsh language. Furthermore, if more people remain in the local area to work in the leisure villages, Parc Cybi or biomass plant the more homes will be required to house these workers. Therefore, the delivery of more housing will assist in the process of reversing the trend of outward migration.

b) Please STATE previous evidence (local / national case studies drawing on the UK Census for 1991 and 2001)

- Isle of Anglesey County Council (2011) *Wylfa New Build: Construction Workers Accommodation:* *Position* *Statement.*  
<http://www.anglesey.gov.uk/Journals/2011/09/05/Position-Statement---Construction-workers-Accommodation.pdf>

c) Please STATE whether you consider that the development will have a POSITIVE (1), NEUTRAL (0), or NEGATIVE (-1) impact on the COMMUNITY as a whole

0.3

d) How might any NEGATIVE impact be mitigated or any POSITIVE impact enhanced?



Opportunities for marketing open market properties initially within the local area will be investigated prior to completion. This may help to increase the proportion of properties sold to existing residents within the local area.

In order to ensure that an appropriate mix of housing is proposed and delivered at Kingsland, a housing market assessment will be undertaken to inform the reserved matters applications. This will help deliver housing that meets the needs of the local population.

**3. Is the project likely to lead to increased out-migration? Is the process of out-migration likely to result in a loss of Welsh speaking households? Will the change be permanent or temporary?**

a) Please DESCRIBE your overall assessment.

Currently the most significant cause of out-migration is the significant number of working age residents moving away from the island due to a shortage of suitable jobs (please refer to question 1 for greater detail). Jobs created by the construction of Wyfla and the employment opportunities at the leisure villages will reduce the levels of out migration and encourage working age residents and families to remain in the area.

Evidence from Sheffield Hallam University's research on Center Parcs showed that around 85% of all staff resided within 12 miles of a leisure village. Given the location of the development to the west of Anglesey, we would expect that the Penrhos / Cae Glas development could easily meet this benchmark, and potentially achieve a higher level of local employment retention. To be cautious we estimate that between 75% and 90% of all on-site jobs (or 350 to 420 FTEs using the lower end of the visitor number range) will be taken by Anglesey residents. The scheme will be particularly beneficial in addressing employment needs in the wards of Holyhead. The nature of the job opportunities are such that will appeal to all ages, with a number of the leisure related jobs being particularly attractive to younger people. We envisage that the scheme will overall help Anglesey retain a balanced community and help prevent the continued loss of Welsh speaking working age residents to other parts of Wales/UK.

The proposal does not include any 'un-neighbourly' land uses which generate noise, odour or pollution that could potentially discourage people from remaining in the community. In this regard the development would not contribute to increased out migration.

b) Please STATE previous evidence (local / national case studies drawing on the UK Census for 1991 and 2001)

- Regeneris (2012) Economic and Tourism Needs and Benefits

c) Please STATE whether you consider that the development will have a POSITIVE (1), NEUTRAL (0), or NEGATIVE (-1) impact on the COMMUNITY as a whole

1.0

d) How might any NEGATIVE impact be mitigated or any POSITIVE impact enhanced?

In order to ensure that an appropriate mix of housing is proposed and delivered at Kingsland, a housing market assessment will be undertaken to inform the reserved matters applications. This will help deliver housing that meets the needs of the local population.

**4. Is the project likely to lead to a changing age structure of the community? Might it lead to young / middle-aged / older Welsh speaking people leaving / moving into the area, leading to changes in traditional activity patterns, resulting in an increasing desire to move away?**

a) Please DESCRIBE your overall assessment

Annual Population Survey data shows there has been a net loss of 1,300 working age residents since 2005, a -3.3% decline compared to a 1.2% increase at the level of Wales. This is despite a population increase in Anglesey of 2.5% between 2001 (Census data) and 2010 (mid-year estimates).

The evidence base for the emerging Development Plan highlights the following issues:

- Anglesey has a history of population fluctuation;
- The population is getting older at a rate that cannot be accounted for by natural change alone;
- There is net out migration of young people, but net in migration of older people;
- The aging population is leading to reductions in available workforce;
- Recent European employment/migration trends may be partly offsetting this problem.

In Anglesey, although the proportion of 16-64 year olds has remained fairly constant, at around 61-62% of the population, it has dipped in the past few years. The proportion which traditionally has been classed as "working aged" (16 to 59 for women and 16 to 64 for men) has followed the same trend but dropped more in recent years – from 58% in 2005 to 56% in 2009.

At the other end of the age scale, young adults (18 to 24) made up about 9% of the Island's population in 1992, dropping to 7% by 1996 and only recovering slightly to 8% since 2008.

The houses proposed for development at the Kingsland site will include a range of house types from two to five bedroom homes, including an allocation of affordable units, the proportion of which will be determined during detailed discussions with IOACC. This

provision will ensure that the housing offered caters for a range of budgets, age groups and circumstances. This will help to diversify the housing stock in the area, allowing those that would like to remain within the community greater choice in housing options.

The provision of employment opportunities in the proposed leisure villages has the potential to significantly reduce the disproportionate number of younger (Welsh speaking) residents leaving the community in order to find employment. As already stated, the development is anticipated to generate at least 465 FTE jobs incorporating a wide variety of full and part time positions to suit all skill and training levels. The nature of the job opportunities are such that will appeal to all age cohorts, with a number of the leisure related jobs being particularly attractive to younger people. We envisage that the scheme will overall help Anglesey retain a balanced community and help prevent the continued loss of Welsh speaking working age residents to other parts of Wales/UK.

In terms of disrupting activity patterns, Cae Glas and Kingsland have no public access except the public right of way across the Kingsland site that will be retained within the proposals. Therefore there would be no change to activity patterns in these areas. At Penrhos, the Coastal Park is a popular walking destination for local people, with visitor numbers between 2003 and 2010 shown in Table 3, below.

Visitors to the Penrhos Coastal Park 2003 - 2010

<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
14,890	16,705	18,176	18,306	25,167	19,288	22,365	20,959

The proposals include the retention and long term management of large sections of the Coastal Park for public use. This would include landscape and ecological management and improvement and maintenance of new pathways. This would improve the facilities for recreational users of the area and would not have any adverse effect on activity patterns.

Once the development is fully operational, the number of visitors to the Coastal Park would significantly increase due to the potential 150,000 – 200,000 leisure village visitors anticipated per year. However, due to the phased completion of the development, the numbers using the Coastal Park will increase gradually over the next ten years. The improvements in infrastructure would ensure that new and existing visitors are well catered for in the Coastal Park. It is also notable that the creation of additional amenity

areas at Cae Glas that are previously inaccessible to the public would improve the leisure offer for residents of all ages.

Anglesey already hosts a large volume of non-Welsh speaking visitors each year. The degree to which this has developed or hampered the well-being of the Welsh language in Anglesey is not known. Likewise it is difficult to predict whether there will be any harm to the Welsh language from attracting further visitors. It should be noted that Penrhos Leisure Village is to be located near Holyhead – an area with less concentration of Welsh speaking residents (as compared with other areas on Anglesey). The specific location is predominantly English speaking due to the proximity of the Port and its key links between Ireland and mainland UK. The impact of incoming non Welsh speaking visitors will be less noticeable in this location as compared with other more concentrated Welsh speaking areas on Anglesey.

It should be noted that in the absence of the proposals, AAM would be unlikely to continue the management of the Coastal Park once they complete their withdrawal from the site due to the annual costs of £250,000. Therefore there is a risk that public access to the Park in its current state would be lost.

b) Please STATE previous evidence (local / national case studies drawing on the UK Census for 1991 and 2001)

- Coastal Park Visitor data provided by IOACC.
- 2001 Census Data

c) Please STATE whether you consider that the development will have a POSITIVE (1), NEUTRAL (0), or NEGATIVE (-1) impact on the COMMUNITY as a whole

0.9

d) How might any NEGATIVE impact be mitigated or any POSITIVE impact enhanced?

There are measures that can be put in place to mitigate any perceived threat to the Welsh language from attracting further non-Welsh speaking visitors to Anglesey. These include:

- The design of the facility would incorporate dual language signage, in order to replicate signage protocols elsewhere in Anglesey.
- Some of the activities within the leisure village can be configured to promote understanding of the Welsh language amongst visitors (e.g. displays, short courses etc)
- Staff (who need it) can receive training in Welsh language skills in order that the facility provides a genuine dual language environment. This would be promoted as one of the Villages key USP's – with the feel of being on holiday in another country with its own language and culture.

**5. Is the project likely to have an impact on the health of local people? Might it increase the risk of illness, therefore reducing the desirability to live in the community?**

a) Please DESCRIBE your overall assessment

Key health statistics from the National Assembly for Wales in 2008 indicated the following:

- Proportionally, a similar number of people in Isle of Anglesey as in Wales reported having a limiting long term illness (22.4% and 23.3% respectively)
- A slightly higher percentage of adults than in Wales met guidelines for undertaking physical activity, and a slightly higher percentage than in Wales met guidelines for the consumption of fruit and vegetables.
- Rates of smoking, drinking and obesity are lower than the average for Wales
- The rate of people waiting for their first outpatient appointment in Isle of Anglesey is 482.3 per 10,000 people. The equivalent rate for Wales is 560.6 per 10,000 people.
- The proportion of over 65s with residential care placements is twice the national average.
- Numbers of people rating their health as 'not good' is lower than the national average.

The Health Profile for the Isle of Anglesey as a whole suggests that the population has the lowest rate of premature deaths from heart disease in Wales. It also states that the rates of overall life expectancy, mental health score and deaths from all causes are better than the average for Wales. The profile indicates that the rates for smoking and unemployment in Anglesey are the highest in Wales, and with an ageing population, access to services is becoming an increasing problem. A similar percentage of people in Anglesey, as in Wales, are reported as having a limiting long term illness (23.3%)<sup>29</sup>.

The Proposed Development lies within an area covered by the Betsi Cadwaladr University Health Board. The nearest hospital with an Accident and Emergency (A&E) department is the Ysbyty Gwynedd Hospital in Bagnor, which is approximately:

- 31.5km from Cae Glas Site,
- 30.8km from the Penrhos Site and



- 33.0km from the Kingsland Site.

In addition to this hospital, there is Ysbyty Penrhos Stanley Hospital located in Holyhead which has a minor accident unit, which is approximately:

- 1.5km from the Penrhos Site,
- 2.0km from the Kingsland Site and
- 1.6km from the Cae Glas Site.

The table below sets out the medical facilities which are closest to the Site boundary. The NHS Direct Wales website does not indicate whether these GP facilities are currently accepting new patients.

#### Proximity of medical facilities

Facility	Location	Distance from the Penrhos Site	Distance from the Kingsland Site	Distance from the Cae Glas Site
Cambria Surgery	Ucheldre Avenue Holyhead Anglesey LL65 1RA	3km	1.8km	2.4km
Victoria Surgery	Victoria Road Holyhead Anglesey, LL65 1UD	2km	1.9km	2.2km
Valley Surgery	London Road Valley Holyhead LL65 3DP	2.5km	5.3km	3.7km

The following dental practices are also present:

Longford Road Dental Practice, Holyhead (accepting both private & NHS patients)

Tara Martin Dental Care, Holyhead (Private patients only)

New and improved leisure facilities will be made available to residents and visitors, which encourage a healthy lifestyle. These facilities include publicly accessible football and cricket pitches, 7km of public footpaths through Penrhos Coastal Park, new walking areas at Cae Glas and water sports facilities at Penrhos Beach. The improvement in leisure facilities is seen as a significant positive benefit for the health of local people.

The delivery of new, high quality homes in the area also has the potential to offer health benefits. The new properties will be of a mix of size and type but will all be designed to achieve high sustainability standards. Well built, properly insulated and ventilated properties provide conditions that are conducive to good health.

It is considered that the provision of new employment opportunities is also beneficial to health and wellbeing. A Report by Mclean *et al* (2005) on behalf of the NHS Health Development Agency on the relationship between worklessness and health concludes that the evidence suggests a relationship between unemployment and health and a strong association between unemployment and poor mental health. However, it qualifies this by stating that the nature of this complex relationship is less clear, as in part it is confounded by other variables such as educational attainment, the environment and economic circumstance. Based on this evidence the provision of opportunities for people to work is considered to be a significant benefit.

#### b) Please STATE previous evidence (local studies or index Deprivation)

A Health Impact Assessment (HIA) (WSP, 2012) has been undertaken as part of the development of proposals. This involved a workshop attended by members of IOACC and the local NHS and was based on the HIA Toolkit published by IOACC. The completed toolkit is submitted with the planning application as an appendix to the Environmental Statement.

A Code for Sustainable Homes pre-assessment report (WSP, 2012) has been completed, which identified the credits that will be targeted during the detailed design of the proposals.

National Assembly for Wales (2008) *Key Statistics for Anglesey*, National Assessment for Wales Commission.

Wales Centre for Health (2006) *A Private of Health in the Isle of Anglesey*

Carl Mclean, Chris Carmona, Simon Francis, Clare Wohlgemuth and Caroline Mulvihill (2005) *Worklessness and health – what do we know about the causal relationship? Evidence review, 1<sup>st</sup> Edition*, NHS Health Development Agency

c) Please STATE whether you consider that the development will have a POSITIVE (1), NEUTRAL (0), or NEGATIVE (-1) impact on the COMMUNITY as a whole

0.6

d) How might any NEGATIVE impact be mitigated or any POSITIVE impact enhanced?

Not applicable.

**6. Is the project likely to have an impact on the amenity of the local area? Might it deteriorate the environmental quality, therefore reducing the desirability to live in the community?**

a) Please DESCRIBE your overall assessment.

The proposals will contribute to the amenity of the area and environmental/aesthetic quality. Within the completed development, Penrhos Coastal Park will provide 29 hectares of open space that will be publicly accessible and maintained. New amenity areas will be created at Cae Glas, thereby improving the amenity of the local area.

The site is located within the Anglesey Area of Outstanding Natural Beauty (AONB), a designation that aims to maintain and enhance the natural beauty of the area. As this is a sensitive landscape, the development has been assessed on an iterative basis to ensure that the proposals do not unacceptably impact upon it. This assessment process has involved extensive consultation with CCW to ensure that the approach taken to the assessment is robust.

The Landscape and Visual Impact Assessment (LVIA) included a review of the AONB Management Plan, which sets out a series of objectives that make up the vision for the AONB. The LVIA evaluated the contribution that the site in its current state makes to the objectives and compared this to the contribution that the proposed development would make. When the significant tree planting, long term landscape management and improvements to public access were considered, the developments at all three sites were considered to be more closely aligned with the AONB Management Plan objectives with the development than without it. Therefore, the development is anticipated to have a positive effect on amenity of the area.

The LVIA also includes a detailed assessment of the potential impacts of the development on sensitive viewpoints. This included the preparation of photomontages to shown what the completed development would look like. This process identified that with the proposed positioning of buildings within existing woodland, the provision of significant screen planting and the use of appropriate materials, the development would not have an adverse effect on views from around the site. The exception to this is for some views around Kingsland, where the new houses will be visible. However, this is not anticipated

to deteriorate environmental quality such that it would be undesirable to live in the community.

Along with a LVIA, a full Environmental Impact Assessment (EIA) has been undertaken by HOW Planning and a range of technical specialists. This process has involved detailed investigations into the potential effects of the development on ecology, drainage and flood risk, ground contamination and soils, archaeology, noise, air quality, waste and light. This comprehensive process has ensured that potential effects of the development have been avoided through good design or offset or reduced through the use of appropriate mitigation measures. Accordingly, there would be no adverse environmental effects associated with the scheme that would cause local people to want to leave the area.

Cae Glas and Kingsland have no public access except the public right of way across the Kingsland site that will be retained within the proposals. Therefore there would be no change to activity patterns in these areas. At Penrhos, the Coastal Park is a popular walking destination for local people, with visitor numbers between 2003 and 2010 shown in Table 3, below.

It should be noted that in the absence of the proposals, AAM would be unlikely to continue the management of the Coastal Park once they complete their withdrawal from the site due to the annual costs of £250,000. Therefore there is a risk that management of the Park for ecological enhancement would be lost. It is also notable that the creation of additional amenity areas at Cae Glas that are previously inaccessible to the public would improve the leisure offer for residents.

b) Please STATE previous evidence local environmental assessments or residents' surveys.

- Planning Policy Wales
- Anglesey Landscape Strategy
- AONB Management Plan
- Landscape and Visual Impact Assessment (Planit-IE, 2012)
- Environmental Statement (HOW Planning, 2012)

c) Please STATE whether you consider that the development will have a POSITIVE (1), NEUTRAL (0), or NEGATIVE (-1) impact on the COMMUNITY as a whole

0

d) How might any NEGATIVE impact be mitigated or any POSITIVE impact enhanced?

A wide range of mitigation measures have been proposed to minimise the potential effects of the development. For a full summary of all measures please refer to Chapter 22 of Volume 2 of the Environmental Statement.

**7. Is the project likely to lead to the threat of increased crime or violence in the community? Might it increase the risk of crime or violence, therefore reducing the desirability to live in the community?**

a) Please DESCRIBE your overall assessment

The potential for employment generation associated with the completed development is significant, with at least 465 FTE jobs being created on-site and additional jobs being created off-site through supply chain benefits. The potential economic benefits for the area are therefore significant and this is likely to have a beneficial effect on crime levels as social problems associated with joblessness are reduced.

Bars within the leisure developments would be for guests only and as a result this will not affect local residents or promote anti-social behaviour associated with alcohol.

The private areas of the leisure developments would be secured by a variety of boundary treatments, which maintain the boundary between public and private space, reducing the opportunity for crime within the new leisure villages.

The development at Kingsland has been designed to Secured by Design standards, which promotes, amongst other measures, the use of overlooked open spaces as a means to discourage anti-social behaviour. Therefore, it is considered that the residential development will not increase the risk of crime or violence.

The temporary use of the site for nuclear workers accommodation will see a temporary influx of people from outside Anglesey. It is possible that, without controls over the movements of these workers, they could participate in illegal or anti-social activities in the local area. In order to minimise the risks of anti-social behaviour the workers village will include on-site catering and activities to reduce the need for workers to seek outside entertainment. Despite this, it is likely that workers will visit Holyhead for leisure uses, which could result in tensions with local residents.

b) Please STATE previous evidence (local crime figures / police records from areas subject to similar developments) – police records?

Crime statistics for the Isle of Anglesey as a whole show that the most reported type of crime was violence against the person, which, at 31%, is also above the national average of 24.75%. Of note is the significantly higher rate of robbery on Anglesey than in the rest of Wales. However, incidence of burglary from a dwelling, theft of a vehicle and theft from a vehicle was lower on Anglesey, compared to the Wales average.

Crime Statistics for Anglesey and Wales 2010-2011.

Crime	Isle of Anglesey		Wales	
	Count	%	Count	%
Violence Against the Person	1017	31.03	42427	24.75
Wounding or Other Act Endangering Life	19	0.58	1685	0.98
Other Wounding	346	10.56	18090	10.55
Harassment Including Penalty Notices for Disorder	289	8.82	11205	6.54
Common Assault	284	8.66	8629	5.03
Robbery	110	10.34	940	0.55
Theft from the Person	10	0.31	3036	1.77
Criminal Damage Including Arson	797	24.31	41863	24.42
Burglary in a Dwelling	112	3.42	9435	5.50
Burglary Other than a Dwelling	265	8.08	14405	8.40
Theft of a Motor Vehicle	39	1.19	5348	3.12
Theft from a Motor Vehicle	89	2.72	14332	8.36
	<b>3278</b>	<b>100</b>	<b>171395</b>	<b>100</b>

c) Please STATE whether you consider that the development will have a POSITIVE (1), NEUTRAL (0), or NEGATIVE (-1) impact on the COMMUNITY as a whole

0.1

d) How might any NEGATIVE impact be mitigated or any POSITIVE impact enhanced?

A site operations plan will be enforced during the temporary nuclear workers accommodation period, which will include a code of conduct for resident workers.



**8. Is the project likely to have a detrimental impact on local businesses? Might it potentially lead to local (Welsh speaking) businesses closing down due to:**

- **A decline in overall local population?**
- **An increase of – non Welsh speaking – residents?**
- **An increase in harmful / helpful competition?**

a) Please DESCRIBE your overall assessment

It has been established in the previous sections of this report that the provision of a variety of new housing and job opportunities would help to keep the community together by reducing outward migration.

It has also been stated that the development will generate indirect employment benefits, in terms of the spending potential of new residents at Kingsland. Using assumptions on the mix of housing, the potential demographic and household income levels of future residents at the 360 dwelling Kingsland site, Regeneris estimates that the new households could spend around £7.7 million per annum, with around £3.8m retained within Anglesey. To avoid double counting impacts, a 15% reduction to Kingsland household expenditure has been applied to take account of people living at Kingsland and working within the leisure villages. On this basis the new households will spend around £6.5m, with around £3.3m retained locally. This expenditure could support around 40 FTE jobs.

The retail element of the site is within the private areas of the site and therefore will not compete with existing retail provision in Holyhead. The restaurants and bars located within the Central Hub will also be limited to use by guests of the leisure village and therefore will not compete with existing businesses. The Boat House restaurant will be in publicly accessible areas but this will offer high-end dining, which complements the existing provision as there is no similar offer in Holyhead.

Based on the higher estimate of visitors (200,000 per annum), guest off-site expenditure would yield approximately £4.2m per annum helping to support around 65 FTE off-site jobs in the Anglesey area (based on average turnover per head in the leisure sector). Based on the lower estimate of visitors (150,000), off-site expenditure would be approximately £3.6m per annum, and would support around 55 FTE off-site jobs.

As a result, there would be no adverse effect on Holyhead's existing Welsh speaking businesses. Furthermore (economic and tourism need) it is estimate that each letting within the coastal park will spend approximately £80 off-site during their stay. This expenditure is likely to be spread across local businesses (food and drink sectors and attraction admissions/activities) ensuring local (Welsh speaking) business will prosper.

b) Please STATE previous evidence (local business surveys or economic assessments)

- 2008 Anglesey LDF retail assessment evidence
- Regeneris (2012) Economic and Tourism Needs and Benefits

c) Please STATE whether you consider that the development will have a POSITIVE (1), NEUTRAL (0), or NEGATIVE (-1) impact on the COMMUNITY as a whole

0.8

d) How might any NEGATIVE impact be mitigated or any POSITIVE impact enhanced?

Not applicable.

**9. Is the project likely to have a detrimental impact on local jobs? Might it:**

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

**a) Please DESCRIBE your overall assessment**

The Regeneris 'Additional Socioeconomic Evidence' Report (April 2013) provides significant analysis of the potential displacement effect of the development on other local tourism businesses in the area. The key findings of this report are as follows:

- The profile of visitors to Anglesey shows a high proportion of budget conscious family trips and is highly seasonal. The average age of visitors is higher than many other parts of the UK, reflecting the fact that another key market segment is trips by more affluent older couples.
- An estimated 80% of visitor bed-spaces are on caravan and camping parks; largely small parks and without substantial on-site facilities. There are no contemporary year-round leisure village destinations on Anglesey.
- The target market for Penrhos will largely be ABC1 families with high spending power, and with high levels of occupancy throughout the whole year. The scheme will target those seeking a Center Parcs type experience but focussing on healthy lifestyles and coastal experience.
- There is only very limited overlap between the target markets for the Penrhos leisure village and existing visitors, and as such any diversion of trade will be negligible/very low. Where displacement does occur it will be predominantly from other UK leisure village destinations.
- Even if low rates of displacement do occur, the net jobs impact from the Penrhos leisure village scheme will be significant.
- The views of several existing accommodation providers have been sought, and they reinforce the conclusion that there will be no substantial diversion of trade from existing businesses.
- Any discussion on net economic benefits also needs to recognise the positive wider benefits the scheme will have on raising the profile of Anglesey as a destination and the impetus it will give to product development and innovation elsewhere in the local tourism sector.

The analysis is clear that there is only very limited overlap between the target markets for the Penrhos leisure village and existing visitors, and as such any diversion of trade will be negligible/very low. There will also be positive wider benefits the scheme will have on raising the profile of Anglesey as a destination and the impetus it will give to product development and innovation elsewhere in the local tourism accommodation sector.

More generally there will be substantial benefits for other Anglesey businesses who are not accommodation providers, as follows:

- The local construction sector will benefit from new contracts, and any visiting contractors will spend in local shops and other facilities.
- The corporate expenditure of the leisure village operators will benefit a range of local businesses. Penrhos Leisure Village is actively promoting the local produce, heritage and culture of Anglesey and Wales and is proposing to develop a 'Farmers market' on site to promote local produce.
- Visitors will spend money off-site on other food/drink/leisure related activities.
- Overall the additional wage income will benefit local businesses which receive a high proportion of local household expenditure – namely retail, leisure, and personal and household services.

The leisure villages are designed to offer a 'destination' for holidaymakers, promoting Welsh traditions, heritage and culture as a key feature and attraction of a visit. Staff will be encouraged to interact with guests in Welsh as well as English to promote the experience of Welsh culture. Accordingly, Welsh speakers will have an important role in the operation of the leisure village.

In addition to the local population's linguistic advantage, tourism in the area is a major industry and the local population are considered very likely to have the skills and experience of this industry that would give them a competitive advantage in applying for jobs within the leisure village. The Regeneris report states that of the 465 FTE jobs created on site, it is predicted that at least 350 will be taken by Anglesey residents.

#### b) Please STATE previous evidence (local studies)

- Regeneris (2012) Economic and Tourism Needs and Benefits

c) Please STATE whether you consider that the development will have a POSITIVE (1), NEUTRAL (0), or NEGATIVE (-1) impact on the COMMUNITY as a whole

1.0

d) How might any NEGATIVE impact be mitigated or any POSITIVE impact enhanced?

Staff (who need it) can receive training in Welsh language skills in order that the facility provides a genuine dual language environment.

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

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

**a) Please DESCRIBE your overall assessment**

As has been stated previously in this report, the development is anticipated to generate at least 465 FTE jobs incorporating a wide variety of full and part time positions to suit all skill and training levels. The number of JSA claimants in Anglesey over the last two years has averaged around 2,000. There are 290 JSA claimants in Anglesey currently seeking positions in skilled trades occupations, who will have a good fit with the new construction sector opportunities. The data also shows there are nearly 600 JSA claimants seeking personal and customer service positions, which fits well with the range of operational phase leisure/tourism jobs arising from the development. Overall we consider there to be a good fit between the skills and capacity within the local labour market and the nature of the jobs to be created as a result of the development which would benefit local Welsh speakers.

There are various methods of measuring and reporting the number of jobs supported by the tourism industry. It is estimated by Oxford Economics that Anglesey currently houses some 2,500 tourism jobs, which accounts for around 10% of all jobs in Anglesey. An alternative source, STEAM (2010), provides a figure of some 3,300 (direct) tourism jobs with more supported indirectly. The tourism sector is therefore estimated to directly account for between 10% and 13% of all jobs on Anglesey.

Various tourism research reports for both Anglesey and North Wales more generally identifies the seasonal nature of the industry. This is borne out by the data reported by the STEAM reports from 2005-2010. This clearly illustrates the monthly variations in visitor numbers to Anglesey over the period of a year for the past five years. A significant peak in visitor numbers between July and August gives an indication of the character of visitors to the island.

Using 2010 data, 218,500 trips (15% of the total) were made during August and the four month period June to September accounted for 49% of the total number of visitors to

Anglesey over the whole year. Visitor numbers dropped to around 65,000 per month from December through to March.

The leisure villages aim to diversify the tourism industry of Anglesey by providing a year round tourism destination through the delivery of high quality indoor as well as outdoor facilities. Although the development of the leisure villages does not diversify the economy, in that tourism is already a significant contributor to the local economy, it does diversify the tourism market within Anglesey, offering year-round facilities and a less seasonal source of income.

b) Please STATE previous evidence (local studies or UK Census)

- Regeneris, 2012, Need and Economic Report
- STEAM (2010)

c) Please STATE whether you consider that the development will have a POSITIVE (1), NEUTRAL (0), or NEGATIVE (-1) impact on the COMMUNITY as a whole

0.6

d) How might any NEGATIVE impact be mitigated or any POSITIVE impact enhanced?

Not applicable

**11. Is the project likely to have an impact on local wage / salary levels? Might it potentially increase / decrease wage / salary levels due to increase work force / business competition?**

a) Please DESCRIBE your overall assessment.

Anglesey has a total of 44 Lower Super Output Areas (LSOAs) and this is the geographical building block for the Welsh Index of Multiple Deprivation. It is clear that the main urban areas of Holyhead and Llangefni both experience patterns of deprivation. Six out of the seven SOAs that comprise the town of Holyhead are within the top 20% most deprived wards in Wales according to the Index of Multiple Deprivation (WIMD, 2011), with one in the top 10% (Morawelon) and two in the top 15% (Porthyfelin and Holyhead Town).

The provision of additional employment opportunities and a reduction in unemployment leads to increased wages due to an increase in the supply of work relative to the supply of labour. This local improvement in wage rates is likely to be increased further when considered alongside the other consented developments in the local area such as Parc Cybi and the biomass plant, which would further increase competition amongst employers for local staff.

As stated for question 1, the additional economic activity would help to support other local businesses through supply chain benefits. It is anticipated that this would generate 110 FTE jobs. Far from adversely affecting local businesses, the proposals would have a stimulating effect on the local economy.

b) Please STATE previous evidence (local studies or Index of Income Deprivation)

- Regeneris, 2012, Need and Economic Report

c) Please STATE whether you consider that the development will have a POSITIVE (1), NEUTRAL (0), or NEGATIVE (-1) impact on the COMMUNITY as a whole

0.8



d) How might any NEGATIVE impact be mitigated or any POSITIVE impact enhanced?

Not applicable.

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

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

## a) Please DESCRIBE your overall assessment

As stated in the Welsh Index of Multiple Deprivation, Holyhead and its wider urban area (the seven ward area) performs particularly badly in terms of Housing. Data obtained from the Neighbourhood Statistics website indicates that housing in Holyhead is concentrated within the lower council tax brackets and there is a clear shortage of higher band properties. This is shown in the table below.

<b>Band</b>	<b>Holyhead* Number</b>	<b>Holyhead* %</b>	<b>Anglesey %</b>	<b>Wales %</b>
A	2,264	47.26	13.45	15.04
B	1,356	28.30	19.90	21.47
C	536	11.19	19.19	21.73
D	489	10.21	21.48	15.89
E	105	2.19	15.48	13.05
F	34	0.71	6.98	7.90
G	6	0.13	2.90	3.65
H	1	0.02	0.47	0.88
I	0	0.00	0.14	0.37

\* excluding Parc a'r Mynydd Ward

The proposed development at Kingsland is for 360 dwellings of a range of size and type (2, 3, 4 and 5 bedroom properties in the form of terraced, semi-detached and detached houses). This component of the development will add variety and quality to the housing offer in and around Holyhead.

According to data from the office of national statistics, Anglesey has 73 second homes per 1,000 usual residents, which is the ninth highest proportion in the UK. It is not possible to sell houses to buyers on the basis of language or current residential status, which limits the ability of Land and Lakes to control effects on the Welsh language. However, the provision of affordable housing (at the rate of 50% of all units used for temporary nuclear workers) will directly benefit people from the local community who are

seeking affordable accommodation in this location. The method by which these affordable units will be allocated would be determined by IOACC and their local housing association partners. These organisations will be able to set their own eligibility criteria with a view to conserving the Welsh language.

As stated previously, the development will offer significant job opportunities to the local population and, along with the proposed housing, will help to address the causes of homelessness and housing stress and ease these pressures on the community, as well as allowing local people to remain in the area.

b) Please STATE previous evidence (local studies of estate agents or information gathered through HNAs)

- Neighbourhood Statistics and Census Data
- Indices of Deprivation

c) Please STATE whether you consider that the development will have a POSITIVE (1), NEUTRAL (0), or NEGATIVE (-1) impact on the COMMUNITY as a whole

0.4

d) How might any NEGATIVE impact be mitigated or any POSITIVE impact enhanced?

In order to ensure that an appropriate mix of housing is proposed and delivered at Kingsland, a housing market assessment will be undertaken to inform the reserved matters applications. This will help deliver housing that meets the needs of the local population.

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

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

a) Please DESCRIBE your overall assessment.

As stated in the Welsh Index of Multiple Deprivation, Holyhead and its wider urban area (the seven ward area) performs particularly badly in terms of education. There is an acknowledged issue on the Island in terms of falling school rolls. The provision of housing at Kingsland could help maintain demand for school places by retaining a proportion of the population that might otherwise leave the area.

The following information has been provided by IOACC in relation to school capacity.

Primary Schools in Holyhead

School	Distance from Kingsland Site (km)	School Capacity	Current 2012 Roll	Forecast Rolls			
				2013	2014	2015	2016
Ysgol Y Parc (Community School)	2.30	228	153	154	158	159	160
Ysgol Llanfawr (Community School)	1.98	285	189	185	193	200	200
Ysgol Llaingoch (Community School)	2.02	223	199	199	206	206	216
Ysgol Kingsland (Community School)	1.15	173	154	168	164	158	162
Ysgol Y Parch Thomas Ellis (Church in Wales)	2.02	162	122	124	125	126	127
Ysgol Santes Fair / St Mary's School (Roman Catholic)	1.75	160	187	188	188	183	185
<i>Totals</i>	-	<i>1231</i>	<i>993</i>	<i>1018</i>	<i>1034</i>	<i>1032</i>	<i>1050</i>
<b>Primary Places Surplus/Deficit (-)</b>	-	-	<b>238</b>	<b>213</b>	<b>197</b>	<b>199</b>	<b>181</b>

Source: IOACC

Secondary Schools in the Local Area

School - Within the Holyhead catchment area	Distance from Kingsland Site (km)	School Capacity	Actual Roll (2011)	Forecast Rolls - Spring Term				
				2012	2013	2014	2015	2016
Ysgol Uwchradd Caergybi	2.0	1180	791	820	815	822	826	805

School - Within the Holyhead catchment area	Distance from Kingsland Site (km)	School Capacity	Actual Roll (2011)	Forecast Rolls - Spring Term				
				2012	2013	2014	2015	2016
<b>Secondary Places Surplus/Deficit (-)</b>	-	-	<b>389</b>	<b>360</b>	<b>365</b>	<b>358</b>	<b>354</b>	<b>375</b>

Source: IOACC

There is a surplus of primary school places in the local area which is forecast to remain but reduce in the period between 2012 and 2016. The surplus of secondary school places is forecast to increase between 2012 and 2016.

If the levels of working age out-migration are reduced as a result of the development, as set out previously in this report, the age profile of the community will change with a corresponding increase in the number of families remaining in the area. As a result, local schools would benefit due to the increase in the younger population securing a viable future. This may affect the balance with a larger proportion of Welsh speaking students.

The Kingsland development would be built out over a period of about eight years, with the population also increasing incrementally. This should give time to adjust the provision of education facilities as necessary.

The introduction of employment at Penrhos / Cae Glas could also create demand for vocational training, for example in relation to health and safety, catering etc. helping to maintain such facilities on the Island.

b) Please STATE previous evidence (local studies and data from LEAs)

- Indices of Multiple Deprivation
- IOACC Education Department

c) Please STATE whether you consider that the development will have a POSITIVE (1), NEUTRAL (0), or NEGATIVE (-1) impact on the COMMUNITY as a whole

0.9

d) How might any NEGATIVE impact be mitigated or any POSITIVE impact enhanced?

Not applicable.

#### **14. Is the project likely to have an impact on health care provision? Might it threaten / secure local – Welsh medium – facilities / services?**

##### a) Please DESCRIBE your overall assessment

The Health Profile for the Isle of Anglesey as a whole suggests that the population has the lowest rate of premature deaths from heart disease in Wales. It also states that the rates of overall life expectancy, mental health score and deaths from all causes are better than the average for Wales. The profile indicates that the rates for smoking and unemployment in Anglesey are the highest in Wales, and with an ageing population, access to services is becoming an increasing problem. A similar percentage of people in Anglesey, as in Wales, are reported as having a limiting long term illness (23.3%).

The Proposed Development lies within an area covered by the Betsi Cadwaladr University Health Board. The nearest hospital with an Accident and Emergency (A&E) department is the Ysbyty Gwynedd Hospital in Bangor, which is approximately:

- 31.5km from Cae Glas Site;
- 30.8km from the Penrhos Site; and
- 33.0km from the Kingsland Site.

In addition to this hospital, there is Ysbyty Penrhos Stanley Hospital located in Holyhead which has a minor accident unit, which is approximately:

- 1.5km from the Penrhos Site;
- 2.0km from the Kingsland Site; and
- 1.6km from the Cae Glas Site.

The table sets out the medical facilities which are closest to the Site boundary. The NHS Direct Walesii website does not indicate whether these GP facilities are currently accepting new patients.

##### Proximity of medical facilities

Facility	Location	Distance from the Penrhos Site	Distance from the Kingsland Site	Distance from the Cae Glas Site
Cambria Surgery	Ucheldre Avenue	3km	1.8km	2.4km

Facility	Location	Distance from the Penrhos Site	Distance from the Kingsland Site	Distance from the Cae Glas Site
	Holyhead Anglesey LL65 1RA			
Victoria Surgery	Victoria Road Holyhead Anglesey, LL65 1UD	2km	1.9km	2.2km
Valley Surgery	London Road Valley Holyhead LL65 3DP	2.5km	5.3km	3.7km

The following dental practices are also present:

- Longford Road Dental Practice, Holyhead (accepting both private & NHS patients)
- Tara Martin Dental Care, Holyhead (Private patients only)

It is not anticipated that the temporary nuclear workers facilities will have a significant impact on local health care provision as there will be first aid and general medical facilities within the secure compound. For acute, chronic or emergency conditions, nuclear workers would require treatment from NHS facilities in the same way that any local resident would. Nuclear workers would be engaged in potentially hazardous work (albeit in compliance with health and safety standards) but this would not be carried out within the site of the proposed development and therefore this risk of accident is not considered further here. Accordingly, the potential increase in demand for local healthcare associated with activities at the workers village is unlikely to be significant.

The leisure villages will include first aid medical facilities that will be suitable for treating the majority of minor injuries and ailments that could reasonably be expected for this type of activity. More serious conditions would require treatment at NHS hospitals in the area. As the risks of serious accident are limited, the potential demand for healthcare is expected to be insignificant in the long term. Therefore health care facilities that serve local residents and act as social gathering places, supporting local Welsh speaking networks will not be affected.

The Kingsland development would be built out over a period of about eight years, with the population increasing incrementally. This should give health providers time to adjust as necessary and no adverse effect is anticipated. Furthermore, for each additional

patient, GP surgeries receive further funding, ensuring the adequate health service provision is available.

b) Please STATE previous evidence (local studies and information for Local Health Trusts)

As part of the preparation of the planning application, A Health Impact Assessment (HIA) (WSP, 2012) has been undertaken. This involved a workshop attended by members of IOACC and the local NHS and was based on the HIA Toolkit published by IOACC. The completed toolkit is submitted with the planning application as an appendix to the Environmental Statement.

c) Please STATE whether you consider that the development will have a POSITIVE (1), NEUTRAL (0), or NEGATIVE (-1) impact on the COMMUNITY as a whole

0

d) How might any NEGATIVE impact be mitigated or any POSITIVE impact enhanced?

As described, the workers village and leisure village will be provided with on-site medical facilities.



**15. Is the project likely to have an impact on the provision of local services, such as shops / post offices / banks / pubs? Might it threaten / secure local shops / post offices / banks / pubs in Welsh speaking communities, therefore forcing certain sections of the population out of the area / community, e.g. the elderly or disabled, or the young?**

a) Please DESCRIBE your overall assessment

As explained above in question 8, the new services within the leisure village will be primarily for the use of visitors rather than local residents. As a result it is not anticipated that the current local services will be threatened through additional competition from these facilities.

Land & Lakes Ltd has confirmed that leisure village visitors will be free to go off-site as part of their stay and visit other attractions/undertake activities. This openness presents opportunities for visitors to spend locally on activities, or food and drink. Regeneris estimates that each letting will spend approximately £80 off-site during their stay. This expenditure is likely to be spread across food and drink sectors and attraction admissions/activities.

Based on the higher estimate of visitors (200,000 per annum), guest off-site expenditure would yield approximately £4.2m per annum helping to support around 65 FTE off-site jobs in the Anglesey area (based on average turnover per head in the leisure sector). Based on the lower estimate of visitors (150,000), off-site expenditure would be approximately £3.6m per annum, and would support around 55 FTE off-site jobs. Therefore, the leisure villages will help to support local services in Welsh speaking communities.

In addition to spending generated by visitors, the proposed Kingsland residential units will also support more spending in Holyhead and other centres. Regeneris estimates that the new households could spend around £6.5m, with around £3.3m retained locally. This expenditure could support around 40 FTE jobs.

b) Please STATE previous evidence (local studies commercial information available from business directories / VAT office, or business rating register)

- Regeneris (2012)
- 2008 Anglesey LDF retail assessment evidence

c) Please STATE whether you consider that the development will have a POSITIVE (1), NEUTRAL (0), or NEGATIVE (-1) impact on the COMMUNITY as a whole

0.7

d) How might any NEGATIVE impact be mitigated or any POSITIVE impact enhanced?

Not applicable.

**16. Will the project potentially lead to social tensions, conflict or serious divisions within the – Welsh speaking – community? Might it:**

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

a) Please DESCRIBE your overall assessment.

The temporary use of the site for nuclear workers accommodation will see a temporary influx of people from outside Anglesey. It is possible that workers will visit Holyhead for leisure uses, which could result in tensions with local Welsh speaking residents. In order to minimise the need for workers to leave the secure Cae Glas compound, ample facilities will be provided on-site including catering and leisure facilities. However, it is accepted that some workers will choose to leave the site during their time off.

The completed development will include some areas that are private and secure, as per the requirements of a family friendly leisure development of this nature. It was identified during the HIA workshop that the secure nature of the leisure developments could lead to a perception of 'them and us' amongst the local community. However, the proposals include a significant quantity of publicly accessible open space that is open for use by the local community and visitors alike. The proposals include the upgrading of these facilities including the Coastal Path, the refurbishment of the Boat House into a water sports centre, the refurbishment of the Bathing House as a seaside restaurant and the creation of a nature reserve at Cae Glas. These new or improved facilities for use by all represent an increase in the overall offer of leisure facilities for the community that will only be delivered as a result of the development.

The leisure villages are designed to offer a 'destination' for holidaymakers, meaning that Welsh traditions and culture are key features of the development. Signage will be in dual language, local produce will be sold in the on-site farmers market and restaurants and a heritage centre will present information on the history of the site. Rather than bringing an outside culture to the area, the development aims to share Welsh culture with outsiders.

The development proposals were presented to the public at an exhibition in October 2011. The response to the proposals was generally very positive, with the potential for jobs a key feature of people's perceptions. There were concerns over the loss of publicly accessible areas but Land and Lakes subsequently addressed this concern by substantially increasing the amount of maintained public open space provided. Ensuring that the development met the needs of local people has been a driving force in the development of the scheme and Land and Lakes is committed to the community 'buying in' to the project. Further to consultation with the local community, Land and Lakes has, during the design process, liaised regularly with IOACC, CCW and other important stakeholders.

b) Please STATE previous evidence (local studies / assessments)

HOW Planning, 2012, Statement of Community Involvement.

c) Please STATE whether you consider that the development will have a POSITIVE (1), NEUTRAL (0), or NEGATIVE (-1) impact on the COMMUNITY as a whole

0

d) How might any NEGATIVE impact be mitigated or any POSITIVE impact enhanced?

It is proposed that new signage around the leisure component parts of the site will be in dual language and new street names at Kingsland will be in Welsh rather than English. This will seek to minimise tensions between the new and existing communities and help to fully incorporate the development into the existing social and community environment.

**17. Will the project potentially lead to changes in local – Welsh traditions / culture? Might it:**

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

a) Please DESCRIBE your overall assessment

As has been stated previously in this report, the provision of new homes and employment opportunities will encourage more people to stay within the community rather than leaving to seek employment elsewhere. This will help to maintain social and family ties.

Although both the construction of the nuclear plant and visitors to the leisure village will result in potentially high numbers of non-Welsh speaking people living in or visiting the area (2,000 nuclear workers and c.150,000 leisure village visitors per annum), neither of these are long term and so will not have a significant impact on current traditional lifestyles and Welsh-speaking households. Although the economy of the area will experience significant changes (i.e. many more jobs and expenditure) this is of significant benefit as currently the area is faced with high levels of deprivation.

Anglesey already hosts a large volume of non-Welsh speaking visitors each year. The degree to which this has developed or hampered the well-being of the Welsh language in Anglesey is not known. Likewise it is difficult to predict whether there will be any harm to the Welsh language from attracting further visitors.

It should be noted that Penrhos Leisure Village is to be located near Holyhead – an area with less concentration of Welsh speaking residents (as compared with other areas on Anglesey). The specific location is predominantly English speaking due to the proximity of the Port and its key links between Ireland and mainland UK. The impact of incoming non

Welsh speaking visitors will be less noticeable in this location as compared with other more concentrated Welsh speaking areas on Anglesey.

As stated above, the community and stakeholders have been involved in the progression of the design of the development to ensure that the development meets the needs of everyone in the local community as far as possible. This included a public exhibition and extensive engagement with consultees.

b) Please STATE previous evidence (local studies / assessments)

- Indices of Deprivation
- HOW Planning, 2012, Statement of Community Involvement.

c) Please STATE whether you consider that the development will have a POSITIVE (1), NEUTRAL (0), or NEGATIVE (-1) impact on the COMMUNITY as a whole

0.6

d) How might any NEGATIVE impact be mitigated or any POSITIVE impact enhanced?

Not applicable.

**18. Will the project likely to have a potential impact on local voluntary / activity / youth groups? Might it:**

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

a) Please DESCRIBE your overall assessment

As has been stated previously in this report, the provision of new homes and employment opportunities will encourage more people to stay within the community rather than leaving to seek employment elsewhere. This will help to ease unemployment and housing stress.

Youth groups are likely to benefit from the proposed recreational and leisure facilities such as a football pitch, cricket pitch and clubhouse. In addition, the nature reserve visitors centre is envisaged to provide opportunities for training in traditional landscaping and countryside management skills. This means that there will be an increase in activities for youth groups in comparison to the existing situation.

b) Please STATE previous evidence (local studies / assessments / Indexes of Deprivation)

Not applicable.

c) Please STATE whether you consider that the development will have a POSITIVE (1), NEUTRAL (0), or NEGATIVE (-1) impact on the COMMUNITY as a whole

0.5

d) How might any NEGATIVE impact be mitigated or any POSITIVE impact enhanced?

As described above, a range of facilities and educational opportunities for the benefit of local youth groups have been incorporated into the proposals.

## 6. SUMMARY TABLE

For the purposes of the assessment on Welsh language, a factor of 0.7 has been applied to the scores, which is appropriate for areas where language is of 'middle' importance, where around 50-60% of people speak Welsh. This is in accordance with the guidance presented in the Planning and Welsh Language SPG.

Impact	Population Characteristics				Quality of Life			Economic Factors					Infrastructure Supply			Social and Cultural Aspects		
	General Shift	In-Migration	Out-Migration	Age Structure	Health	Amenity	Crime	Business	Local Jobs	Useable Diversity	Income	Housing	Schools	Health Care	Services	Tensions/Conflict	Culture	Youth Groups
Base Score	0.8	0.3	1	0.9	0.6	0	0.1	0.8	1.0	0.6	0.8	0.4	0.9	0	0.7	0	0.6	0.5
Converted score (x0.7)	0.56	0.21	0.7	0.63	0.42	0	0.07	0.56	0.7	0.42	0.56	0.28	0.63	0	0.49	0	0.42	0.35

**Overall Converted score: 7.0**



## **7. CONCLUSIONS**

The assessment of effects on Welsh Language has followed the methodology set out in the Council's Supplementary Planning Guidance (SPG). The assessment has drawn upon published data and assessments undertaken by consultants appointed by Land and Lakes to evaluate the social and economic impacts of the proposals.

The assessment has identified that the development offers benefits across the range of criteria set out in the SPG, with only three of the 18 categories scoring zero (neutral impact) and none scoring negatively. Once the score was converted to account for the proportion of Welsh speakers, the overall score was 7.0.

The major factor in the proposed development scoring well is the potential for job creation, which would enable local people and families to remain in the area rather than having to leave in order to find work elsewhere. Additional benefits have been identified such as the provision of good quality housing that would also allow Welsh-speakers greater opportunities to find accommodation in the local area.

**HOW Planning LLP**  
**May 2013**

This report has been prepared by HOW Planning LLP, with all reasonable skill, care and diligence. The scope of this report is subject to specific agreement and has been prepared solely for the benefit of our Client and should not be relied upon by any other party. Any third parties that use this information do so at their own risk. HOW Planning LLP accepts no responsibility for information contained within this report that has been independently produced or verified.

HOW Planning LLP is a Limited Liability Partnership. Any reference to a Partner means a member of HOW Planning LLP.

Registered Office: 40 Peter Street, Manchester, M2 5GP. Registered in England and Wales. Registered Number: OC318465

---

<sup>i</sup> Wales Centre for Health (2006) *A Private of Health in the Isle of Anglesey*

<sup>ii</sup> NHS Wales (2012) Local Services Search