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**PROPOSED DEVELOPMENT OF ERECTING NEW WORKSHOPS AND OFFICES AT
FORMER ABATTOIR SITE, CIBYN INDUSTRIAL ESTATE, CAERNARFON**

WELSH LANGUAGE STATEMENT

Medi / September 2023

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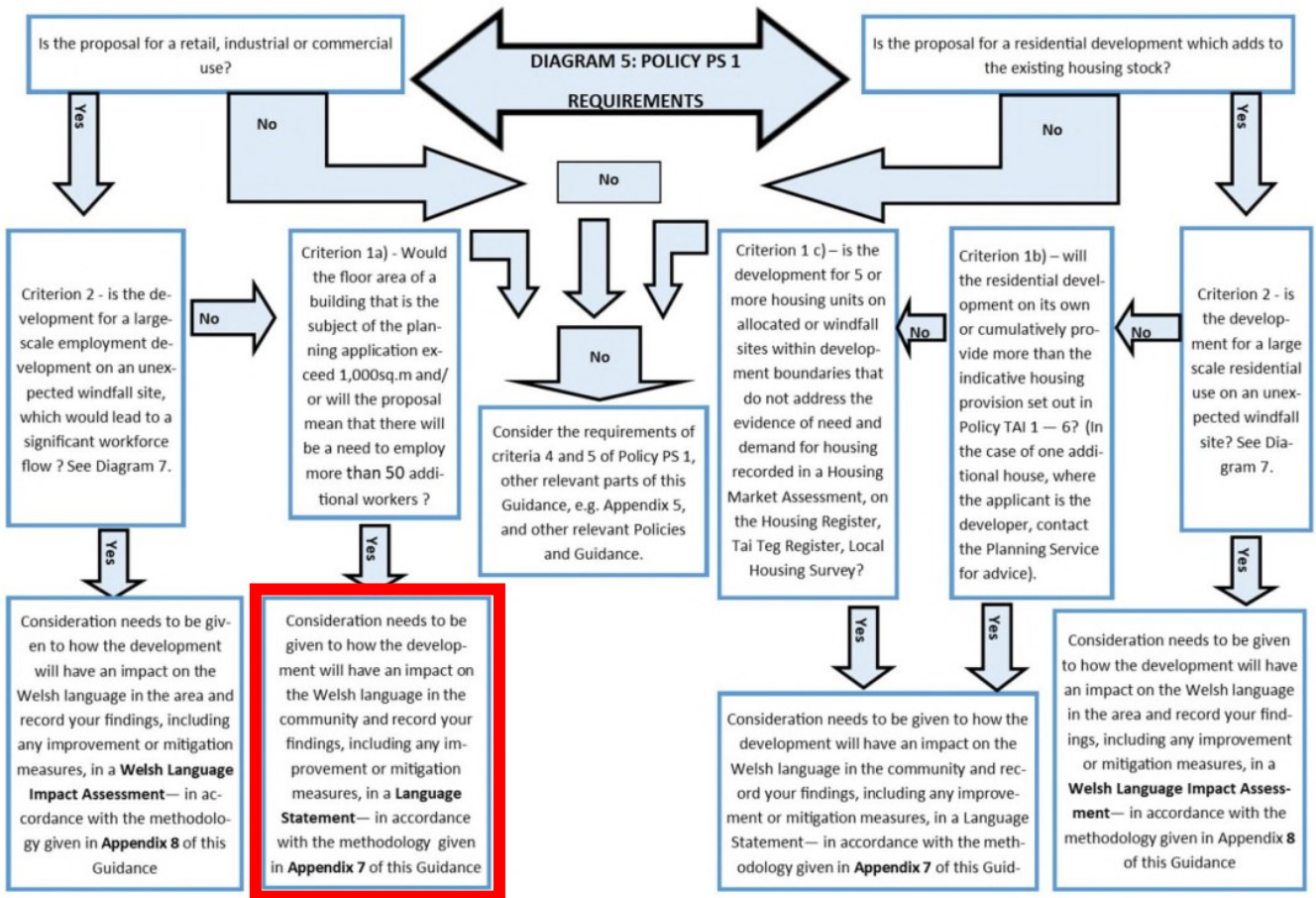
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I. INTRODUCTION

This Welsh Language Statement has been prepared on behalf of Cerbydau Masnachol Cibyn Cyf. to support a planning application for the erection of a new warehouse and office building for the business on a former abattoir site at Cibyn Industrial Estate, Caernarfon.

By following the guidance given in the Anglesey & Gwynedd JLDP 2017 SPG: Maintaining and Creating Distinctive and Sustainable Communities - Policy PSI Diagram 5 Flow Chart below, the fact that the floor area of the proposed building exceeds 1000m² and is likely to employ over 50 people means that consideration needs to be given to how the proposed development will have an impact on the Welsh language in the community.



This report intends to identify and record the key findings of how the Welsh language will be affected by the proposed development to show that there will be an overall positive impact with measures outlined to mitigate any potential negative impacts.

2. DEVELOPMENT SITE & LOCAL CONTEXT

The development site is situated within the Cibyn Industrial Estate in Caernarfon, the site and buildings before having been demolished had been previously used as an abattoir for Sher Halal Foods Ltd. The development site is approximately 11,900m².

Cibyn Industrial Estate is located on the outskirts of Caernarfon and accessed by travelling along the A4086 Llanberis Road, the estate is also directly adjacent to the new A487 Caernarfon Bypass which provides an excellent transport link to the A55. There is a bus stop directly adjacent to the main access onto the industrial estate road from the A4086 with services running to Caernarfon and Bangor which enable onward travel to the rest of the UK public transport network via Bangor Railway Station located 9 miles from the development site.

Cibyn Industrial Estate is within the Development Boundary for Caernarfon and has historically had many occupied industrial units with a variation of diverse businesses using the estate as their commercial base. UK wide businesses such as Screwfix, Lock Stock Storage and GSF Car Parts have base units there as well as several local well-established businesses such as Ready Foods, CL Jones Builders Merchants, Ross Hughes Flooring, Menai Blinds and EWE Building Plastics.

The aerial plan below shows the development site in context with the local road network and surrounding businesses:



3. PROPOSED DEVELOPMENT

The proposal is for the erection of a new workshop and offices for Cerbydau Masnachol Cibyn Cyf. on the site of the former abattoir of Sher Halal Foods Ltd. The proposal for the site comprises of:

New Office & Workshop Building – Building Footprint 1680m²

Workshop & Welding Unit - Building Footprint 363m²

Vehicle Wash Unit - Building Footprint 160m²

External Storage Area – 500m²

15 No. HGV Parking Bays

40 No. parking spaces including 3 No. disabled parking bays and 8 No. EV charging bays

The development will be an addition to the existing established premises of Cerbydau Masnachol Cibyn Cyf. which are currently located on Lôn Hen Felin within Cibyn Industrial Estate. This local established business offers a range commercial vehicle repair and maintenance services serving North Wales and beyond with the expansion of the business requiring additional space to enable them to further grow and expand in the future.

The relationship between both the existing premises for Cerbydau Masnachol Cibyn Cyf. and the proposed development site are shown on the aerial image below:



4. WELSH LANGUAGE ASSESSMENT

In preparation of this report the combined Anglesey & Gwynedd Supplementary Planning Guidance: Creating Distinctive and Sustainable Communities July 2019 has been consulted with Appendix 7 of the document outlines the 3 essential steps which need to be followed in preparation of a Welsh Language Statement. The 3 steps are:

Step 1 – Collect, Record and Analyse Information About the Community and the Local Area

Step 2 – Collect, Record and Analyse Policy Requirements

Step 3 – Apply the Information in Steps 1 & 2

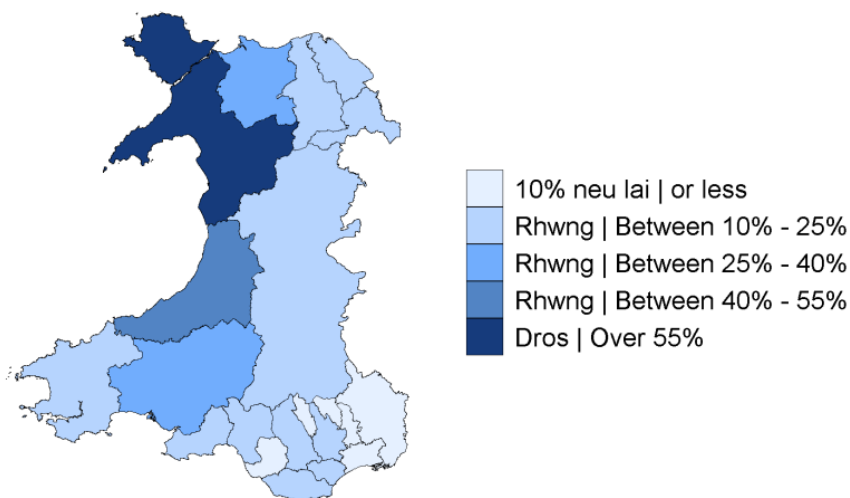
Each of the above steps will be reviewed in turn for the proposed development.

4.1 STEP 1 - COLLECT, RECORD AND ANALYSE INFORMATION ABOUT THE COMMUNITY AND THE LOCAL AREA

4.1.1 – POPULATION, HOUSEHOLD AND HOUSING PROFILE

The 2021 Census data has shown that 64.4% of the Gwynedd population are Welsh speakers, this is the largest percentage of Welsh speakers per county for the whole of Wales as demonstrated in the map graphic below:

**Canran y bobl tair oed neu'n hŷn sy'n gallu
siarad Cymraeg, yn ôl awdurdod lleol, 2021
Percentage of people aged three or older able
to speak Welsh, by local authority, 2021**



Ffynhonnell: Cyfrifiad o'r boblogaeth 2021 | Source: Census of population 2021

The development site is located within the Peblig Ward of Caernarfon in Gwynedd. The Census 2021 data shows:

Age – 27.1% of the population counted between 25-49 years old; 33.3% between 50-74 years old

Household Composition – 60% of the population counted live in a single family household

National Identity – 59% of the population counted identified as Welsh only

Length of Residence in UK – 94.6% of the population counted born in the UK *

Household language – 97.2% of the population counted have English or Welsh as a main language *

Housing – 65.7% of the population counted either own homes outright or with mortgage or loan

Accommodation Type – 90% of the population counted live in detached, semi-detached or terraced homes

The above data suggests that Caernarfon has predominantly Welsh speaking families living in the county which own their own homes and identify themselves as being Welsh. The age demographic would suggest that the majority of the population is either younger families with the parents of accepted working age or retired people outside the accepted working age.

We must consider the above data in relation to the Census 2011 data which shows:

Age – 24.3% of the population counted between 25-49 years old; 31.8% between 50-74 years old

Household Composition – 58% of the population counted live in a single family household

National Identity – 59% of the population counted identified as Welsh only

Housing – 65.4% of the population counted either own homes outright or with mortgage or loan

Accommodation Type – 88.8% of the population counted live in detached, semi-detached or terraced homes

* *The questions used for data collection for the Census 2011 differs slightly from the Census 2021 so no direct comparison can be made between Length of Residence in UK nor Household language*

The difference between the two sets of data show that there is a minor increase in both the amount of the population in Gwynedd between the ages of 25-49 (+2.8%) and between the ages of 50-74 (+1.5%). This could suggest that the trend is for the families and inhabitants of the county to stay in the local area.

The National identity of the population counted has maintained the same percentage between the two data sets, this could suggest that the Welsh language and culture is thriving in Gwynedd and is not in decline.

The statistics for Housing Tenure and Accommodation Types have also shown a slight increase which could suggest that the homes within the existing housing stock for the county which are sold have been purchased by other local families and residents.

4.1.2 – LOCAL INFRASTRUCTURE PROFILE (FACILITIES AND SERVICES)

From researching the data in the Anglesey & Gwynedd LJDP Topic Paper 5: Developing the Settlement Strategy – May 2013 and in particular the scoring of services and facilities Caernarfon scores a very high 82 points as shown in the relevant section of the table below on Page 72 of the above document:

Topic Paper 5 : Developing the Settlement Strategy

SETTLEMENT	Primary School	Secondary School	Doctor's Surgery	Dentist	Library	Leisure Centre	Post Office	Convenience Shop	Transport Node	Estimated Population	Large Food Store	Employment	Bus Service	Train Service	TABLE A – Total Score
Caernarfon	16	5	3	15	3	3	9	3	3	7	2	10	3	0	82

This data shows that Caernarfon is comfortably the highest scoring Urvan Service Centre in Gwynedd with only Bangor as the Sub-Regional Centre for Gwynedd scoring higher on 130 points. This would suggest that there is excellent availability of facilities to the public in terms of shops, hospitality, GPs and surgeries, schools, community centres, public houses, and places of worship.

In terms of new infrastructure the newly completed A487 Caernarfon Bypass now offers excellent vehicular transport connectivity to the A55 which is an important strategic route along the North Wales coast linking Wales to the UK Motorway Network.

Caernarfon has historically been a stronghold of the Welsh speaking population with most commercial signage within the retail sector being bilingual. The workforce within the public, commercial and retail sectors are predominantly Welsh speakers and the tendency is for most shop, retail and hospitality staff to begin all communication in Welsh.

4.1.3 – ENGAGEMENT WITH THE LOCAL COMMUNITY AND OTHERS

The proposed development is classed as a ‘major’ development scheme as defined in Article 2 of the Town and Country Planning (Development Management Procedure) (Wales) Order 2012 (DMPWO) and therefore a Pre-Application Public Consultation must be completed prior to the submission of a planning application for the proposed development.

This Welsh Language Statement will be included within the proposal documents which are to be presented as part of the Public Consultation which will meet the criteria of Annex 1: Guidance on Pre-Consultation of Article 1 of the Town and Country Planning (Development Management Procedure) (Wales) (Amendment) Order 2016.

All members of the public will have an opportunity to view and comment on the proposed scheme documents with all comments collated, analysed, recorded and published in a PAC Report to be submitted as part of the full planning application.

4.2 STEP 2 – COLLECT, RECORD AND ANALYSE POLICY REQUIREMENTS

The following Planning Policies, Technical Advice Notes and Supplementary Planning Guidance Papers have been reviewed and consulted in the formation of this report:

Anglesey & Gwynedd Joint Local Development Plan 2017

Strategic Policy PS I: Welsh Language and Culture

Supplementary Planning Guidance: Maintaining and Creating Distinctive and Sustainable Communities

Welsh Assembly Government Technical Advice Note 20: Planning and the Welsh Language -October 2017

Welsh Assembly Government - Planning Policy Wales – Edition 10 - December 2018

Gwynedd Council – Supplementary Planning Guidance: Planning and the Welsh Language -November 2009

4.2.1 ANGLESEY & GWYNEDD JLDP 2017 – STRATEGIC POLICY PSI: WELSH LANGUAGE AND CULTURE

The Policy explanation in the JLDP 2017 Adopted Written Statement illustrates that the purpose of Strategic Policy SPI is to support communities and the Welsh language by promoting developments which encourage balanced, sustainable, and distinctive communities. This can be achieved by ensuring appropriately scaled developments are situated in appropriate locations with bilingual signage schemes implemented.

4.2.2 ANGLESEY & GWYNEDD JLDP 2017 - SUPPLEMENTARY PLANNING GUIDANCE: MAINTAINING AND CREATING DISTINCTIVE AND SUSTAINABLE COMMUNITIES

The above document is a comprehensive guide on what is a distinctive and sustainable community and how this can be achieved by carefully assessing each proposed development and the impact they can have both positive and negative. The paper also provides details on the technical requirements of how to achieve compliance with the criteria of Strategic Policy SPI with the correct collation of information and reporting in Welsh Language Statements which are to be presented in support of planning applications.

4.2.3 WELSH ASSEMBLY GOVERNMENT - TECHNICAL ADVICE NOTE 20: PLANNING AND THE WELSH LANGUAGE – OCTOBER 2017

Section 1.3 of the above document states:

“The purpose of this TAN is to provide guidance on how the Welsh language may be given appropriate consideration in the planning system and on compliance with the requirements of planning and other relevant legislation.”

The document also outlines the various Acts and Measures that have been consulted and considered when drafting the Technical Advice Note to demonstrate the goals of Welsh Assembly Government to create ‘A Wales of vibrant culture and thriving Welsh language’ as stated in Section 1.5.1 of the document.

4.2.4 WELSH ASSEMBLY GOVERNMENT – PLANNING POLICY WALES – EDITION 10 – DECEMBER 2018

The foreword of the document as written by Lesley Griffiths AM states:

“ PPW will help to ensure that the planning decisions taken in Wales, no matter how big, or how small, are going to improve the lives of both our current and future generations. It will support changing the way we live and work, and the buildings and environment of Wales, today, building a better environment to accommodate current and future needs ”

Sections 3.25 – 3.29 of the above document deal specifically with the Welsh language and how planning authorities must consider the impact of all developments on the Welsh language. The document also lists the relevant supporting information that needs to be provided by applicants for various types of applications to show adequate consideration has been given to the impact of said developments on the Welsh language.

4.2.5 GWYNEDD COUNCIL – SUPPLEMENTARY PLANNING GUIDANCE: PLANNING AND THE WELSH LANGUAGE -NOVEMBER 2009

The key principle of the above document is “to raise awareness amongst prospective developers of the need to fully consider the links between development and the character of communities” and to “maintain or enrich the social, linguistic and cultural pattern of communities”

4.3 STEP 3 – APPLYING THE INFORMATION COLLECTED IN STEP 1 & 2

In this section of the Welsh Language Statement the proposed development in question will be assessed by considering the information collected in Steps 1 & 2 and the additional criteria listed in Appendices 6 & 7: Methodology for Preparing a Welsh Language Statement of the Anglesey & Gwynedd JLDP SPG: Maintaining and Creating Distinctive and Sustainable Communities.

4.3.1 – CHARACTERISTICS OF THE PROPOSED DEVELOPMENT

The proposed development will be assessed under each of the headings included in Appendix 7: Methodology for Preparing a Welsh Language Statement of the Anglesey & Gwynedd JLDP SPG: Maintaining and Creating Distinctive and Sustainable Communities.

4.3.1.1 – LANGUAGE AND POPULATION MOVEMENT

SPG Comment:

How will the development ensure opportunities for local people to stay in their communities?

Proposed Scheme Justification:

The proposed development is for a new workshop and office building on Cibyn Industrial Estate for an existing established company wishing to further expand their business. Cerbydau Masnachol Cibyn Cyf already employs local workers and many additional opportunities will arise from the erection of the new premises for the local community in various work sectors such as office staff, skilled workers, cleaning operatives, plant and machinery operatives and general labour. The diversity of the work on offer within the new premises will ensure that a large cross section of the community will have the opportunity to find work at the company.

SPG Comment:

Is it likely that the development will attract people to the community? If there is, how many are expected? How many and what percentage are likely to be Welsh speakers?

Proposed Scheme Justification:

The proposed development may attract people to the community by way of providing skilled and unskilled work for operatives which have lost jobs at other local manufacturing premises which have recently closed down such as the Two Sisters food production plant in Llangefni. The possible migration of these workers from a relatively high Welsh speaking population (55.8%: Census 2021 data) could mean that there is a strong likelihood that any workers relocating from Llangefni to Caernarfon would be Welsh speakers.

SPG Comment:

Is there a likelihood that local people will migrate from the community as a result of the development?

Proposed Scheme Justification:

The proposed development as a new employment provider will mean that it is unlikely that people will migrate from the community as a result of the development

SPG Comment:

Balance between Welsh speakers (including learners) and individuals that do not have any Welsh language skills

Proposed Scheme Justification:

The use of Welsh will be encouraged and training offered to staff wishing to learn Welsh along with weekly activities to promote the use of the Welsh language within the company. This would not be a company policy but a voluntary measure and staff education will be provided to ensure no discrimination is made towards non-Welsh speaking employees.

SPG Comment:

Is the development likely to lead to a change in the age structure within the population: more or less children, young people, middle- age people, elderly?

Proposed Scheme Justification:

As the development is for the expansion of an existing established business within the same Industrial Estate in Caernarfon it is unlikely that there will be a change in the age structure within the population by way of the development.

SPG Comment:

Is the change likely to be a permanent one or a temporary one?

Proposed Scheme Justification:

As the development is for the expansion of an existing established business within the same Industrial Estate in Caernarfon it is unlikely that there will be any change by way of the development.

4.3.1.2 – VISUAL ELEMENTS**SPG Comment:**

Whether the development will increase the visibility of the language?

Proposed Scheme Justification:

All proposed signage for the development will be bilingual, any advertisements for work opportunities in company will be bilingual to demonstrate the intention of the applicant to promote the use of Welsh within the company. All advertisements promoting the business will also be bilingual.

SPG Comment:

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

Proposed Scheme Justification:

All proposed signage for the development will be bilingual, any advertisements for work opportunities in company will be bilingual to demonstrate the intention of the applicant to promote the use of Welsh within the company. All advertisements promoting the business will also be bilingual.

SPG Comment:

The name of the site or development –will it retain an old Welsh name or will any new name be derived from historic, geographical or local ties to the area, if practical

Proposed Scheme Justification:

The proposed development is for new premises to be used for Cerbydau Masnachol Cibyn Cyf. which are an existing company with their other premises located within Cibyn Industrial Estate. The name of the business being Cerbydau Masnachol Cibyn Cyf. ensures that there is a strong Welsh identity for the site.

4.3.1.3 - EMPLOYMENT**SPG Comment:**

How will the development contribute to current employment opportunities in the area, e.g. will it foster economic variability in the local area or not?

Proposed Scheme Justification:

The proposed development is for new premises to be used for Cerbydau Masnachol Cibyn Cyf. to expand the existing company located within Cibyn Industrial Estate. Apprenticeships and employment opportunities will be provided by the applicant with in-house training and advancement opportunities within the company envisaged. The existing workforce employed at the current premises may be offered other opportunities within the company as the business expands to its new premises. The applicant has discussed investigating the possibility of collaborating with local colleges and secondary education centres to find young talented individuals to work for the company.

SPG Comment:

Number of full and/ or part time jobs

Proposed Scheme Justification:

It is envisaged that the new premises will create a minimum of 25 full time jobs and 5 part time jobs

SPG Comment:

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)

Proposed Scheme Justification:

The proposed development is for a new workshop and office building on Cibyn Industrial Estate for an existing established company wishing to further expand their business. Cerbydau Masnachol Cibyn Cyf. already employs local workers and many additional opportunities will arise from the erection of the new premises for the local community in various work sectors such as office staff, skilled workers, cleaning operatives, plant and machinery operatives and general labour. The diversity of the work on offer within the new premises will ensure that a large cross section of the community will have the opportunity to find work at the company.

SPG Comment:

Salaries that will be offered and how that compares with average wages in the area

Proposed Scheme Justification:

The applicant's business already employs a number of local staff and the salaries are competitive within the local market.

SPG Comment:

The labour skills of local people (within the travel to work area) and how likely it is according to the above assessment the posts will be filled from among the local population

Proposed Scheme Justification:

The proposed development is for a new workshop and office building on Cibyn Industrial Estate for an existing established company wishing to further expand their business. Cerbydau Masnachol Cibyn Cyf. already employs local workers and it is envisaged that the majority of the new workforce for the new premises will be from the local area.

SPG Comment:

Is it likely that you will need to search outside the local area for employees, e.g. to obtain specialist skills

Proposed Scheme Justification:

As the proposed development is for a new workshop and office building on Cibyn Industrial Estate for an existing established company wishing to further expand their business it is not envisaged that there will need to be a search outside the local area for specialist skills.

SPG Comment:

What type of Welsh language skills are essential and desirable for the jobs that will be created by the development? These will need to be defined as part of the development's Welsh language Plan (voluntary or statutory).

Proposed Scheme Justification:

It is envisaged that the reception staff for the offices will need to have bilingual skills in order to implement the company Welsh Language Policy of beginning all correspondence in Welsh before translating as necessary.

SPG Comment:

Welsh Language skills that will be necessary for the workers and their dependants to integrate into the local community

Proposed Scheme Justification:

There would be no specific Welsh language skills that would be necessary for the workers and their dependants to integrate into the community. However, the applicant has discussed investigating the possibility of hosting Welsh focussed weekly activities within the new premises which will be open for all staff members to participate in should they desire to socialise outside of the work environment. These activities would be conducted primarily through the medium of Welsh with learner support provided by bilingual staff members to encourage the non-Welsh speaking employees to connect with the Welsh speaking workforce. Invitations to attend these activities could be extended to the families of the staff to further extend the connectivity to the local community and beyond.

SPG Comment:

The possible cumulative impact that the development could have, taking account of any other relevant recent development in the local area

Proposed Scheme Justification:

The proposed development is for a new workshop and office building on Cibyn Industrial Estate for an existing well-established company wishing to further expand their business. Cerbydau Masnachol Cibyn Cyf. already employs local workers and many additional opportunities will arise from the erection of the new premises for the local community in various work sectors such as office staff, skilled workers, cleaning operatives, plant and machinery operatives and general labour. The diversity of the work on offer within the new premises will ensure that a large cross section of the community will have the opportunity to find work at the company.

4.3.2 – MITIGATION MEASURES FOR THE PROPOSED DEVELOPMENT

Appendix 6: Methodology for Preparing a Welsh Language Statement of the Anglesey & Gwynedd JLDP SPG: Maintaining and Creating Distinctive and Sustainable Communities provide a list of mitigation measures which can be implemented for various types of development, as the proposed development is for a new workshop and office building for Gwynedd Skip & Plant Hire Ltd. this falls within the category of Employment. The proposed development will be assessed and mitigation measures proposed for each of the key issues below:

Appendix 6 Item (x) wording:

Name developments by taking into account local linguistic heritage (see Policy PSI and part C.31 of the supplementary planning guidance: maintaining and creating distinctive and sustainable communities)

Proposed Scheme Mitigation Measures to be Implemented:

The proposed development is for new premises to be used for Cerbydau Masnachol Cibyn Cyf. which are an existing company with their other premises located within Cibyn Industrial Estate. The name of the business being Cerbydau Masnachol Cibyn Cyf. ensures that there is a strong Welsh identity for the site.

Appendix 6 Item (xi) wording:

Provide bilingual signage in public places (see Policy PSI and part C.30 of the supplementary planning guidance: maintaining and creating a distinctive and sustainable communities)

Proposed Scheme Mitigation Measures to be Implemented:

All proposed signage for the development will be bilingual.

Appendix 6 Item (xii) wording:

Supporting and funding employment initiatives and local skills training (see Policy ISA 1 and Supplementary Planning Guidance: Planning Obligations)

Proposed Scheme Mitigation Measures to be Implemented:

Apprenticeships and employment opportunities will be provided by the applicant with in-house training and advancement opportunities within the company envisaged. The existing workforce employed at the current premises may be offered other opportunities within the company as the business expands to its new premises. The applicant has discussed investigating the possibility of collaborating with local colleges and secondary education centres to find young talented individuals to work for the company.

Appendix 6 Item (xiii) wording:

Supporting and funding community facilities/ groups and cultural and language initiatives/projects in the local area to encourage employees to use the language (including as learners) within their communities (see Policy ISA 1 and Supplementary Planning Guidance: Planning Obligations)

Proposed Scheme Mitigation Measures to be Implemented:

The applicant has discussed investigating the possibility of hosting Welsh focussed weekly activities within the new premises which will be open for all staff members to participate in should they desire to socialise outside of the work environment. These activities would be conducted primarily through the medium of Welsh with learner support provided by bilingual staff members to encourage the non-Welsh speaking employees to connect with the Welsh speaking workforce. Invitations to attend these activities could be extended to the families of the staff to further extend the connectivity to the local community and beyond.

Appendix 6 Item (xiv) wording:

Support and fund courses that introduce the language and language lessons to members of staff, e.g. short courses targeted to the needs of the employer and the workers (see Policy ISA 1 and Supplementary Planning Guidance: Planning Obligations).

Proposed Scheme Mitigation Measures to be Implemented:

The applicant has discussed encouraging the workforce to conduct all correspondence primarily in Welsh before translating if necessary, the non-Welsh speaking staff will also be offered the opportunity to attend Welsh language classes at local colleges to promote the use of Welsh within the company.

Appendix 6 Item (xv) wording:

Support and fund language awareness training courses for staff in order to raise awareness of the context of the language and nature of a bilingual society in Gwynedd and Anglesey (see ISA Policy 1 and supplementary planning guidance: planning obligations)

Proposed Scheme Mitigation Measures to be Implemented:

The applicant has discussed encouraging the workforce to conduct all correspondence primarily in Welsh before translating if necessary, the non-Welsh speaking staff will also be offered the opportunity to attend Welsh language classes at local colleges to promote the use of Welsh within the company.

Appendix 6 Item (xvi) wording:

Provision of information to raise a prospective employee's awareness of the Welsh, the bilingual nature of communities in Gwynedd and Anglesey Council and education policy in the recruitment and induction of new staff (see ISA Policy 1 and supplementary planning guidance: planning obligations)

Proposed Scheme Mitigation Measures to be Implemented:

All new prospective staff will be informed at the interview stage that the company is proactive in encouraging the use of the Welsh language and that opportunities will be offered for training and further education to learn the Welsh language while working with the company. Any advertisements for work in company will be bilingual to demonstrate the intention of the applicant to promote the use of Welsh within the company.

Appendix 6 Item (xvii) wording:

Adopting a voluntary or statutory language policy/plan that explains how the employer will ensure that the Welsh language is treated less favourably than the English (see ISA Policy 1 and supplementary planning guidance: planning obligations)

Proposed Scheme Mitigation Measures to be Implemented:

A Welsh Language Policy has been prepared for the existing Cerbydau Masnachol Cibyn Cyf., the same policy will be implemented for the new premises. A copy of the company Welsh Language Policy is included within the appendix of this document.

5. SUMMARY AND CONCLUSIONS

Having considered all the Policy documents listed above and the likelihood of the proposed development having a detrimental or negative effect on the Welsh language we believe that the proposal will have an overall positive impact by way of providing the following:

- An expansion to an existing established business operating bilingually
- The applicant is an employer of a number local Welsh speaking workforce in their existing premises
- The new premises will provide employment opportunities for a diverse spectrum of workers
- The company has an existing Welsh Language Policy which will be implemented in the new premises
- The proposed development is located within a Welsh speaking stronghold
- The proposal is within an area where 59% of the population identify as being Welsh only (Census 2021)

Should the mitigation measures outlined in this report be implemented this would further enhance the positive impact of the development on the Welsh language and encourage a connection to the local community.



6. APPENDIX



Welsh Language Policy

Content

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Welsh Language Statement - Cerbydau Masnachol Cibyn Cyf.

Introduction

This Policy has been prepared on the basis of good practice under the Welsh Language Act 1993.

Welsh Language Policy Principles

Cerbydau Masnachol Cibyn Cyf. have adopted the Welsh Language Act principle that the Welsh and English languages should be treated on a basis of equality. This Policy sets out the steps that is being taken to implement that principle in our work undertaken from our Caernarfon based office.

In dealing with our clients and other customers we shall endeavour to:

- adopt the same aims and professional standards in providing a service in Welsh and in English,
- enable our customers to use Welsh as freely as English in dealing with us.

Visitors to our Premises

Clients visiting our Caernarfon premises are welcome to address their enquiries through the medium of Welsh or English.

Our staff make it clear to visitors that they can deal with us in either language. We will ask everyone we come into contact with during our daily business activities whether they would like to deal with someone in Welsh. Wherever possible we can arrange for printed material to displayed throughout the office to be bilingual.

Telephone Contact

We welcome telephone calls from customers in Welsh or English.

Switchboard calls will be answered with a bilingual greeting and dealt with in the caller's preferred language, either by the office administrator or another member of staff.

In the event that a Welsh-speaking person is not available to take a call then arrangements will be made for a Welsh speaker to return the call as soon as possible.

We will encourage the rest of our staff to answer the telephone with a bilingual greeting and use bilingual messages on their personal voicemail.

Client Contact and Management

We will always try to provide personal contact in the language preferred by clients.



We will consider providing translation facilities in a group discussion.

We will try and reflect language preference in any training sessions or other support events we arrange.

Letters, E-Mails and Documents

We welcome correspondence in Welsh and English.

Correspondence will be replied to in the language used by the customer.

All correspondence originated by our members of staff, whether in English or in Welsh, will include a bilingual footnote indicating that the recipients may respond in either Welsh or English, according to their preference.

Any subsequent replies to responses received will be in the language of those responses. The response times for letters and e-mails that need to be translated might on occasions be greater than those sent in one language only.

Standard letters and grouped letters will usually be sent out bilingually.

Meetings

Those attending meetings held by us will be welcome to contribute through the medium of Welsh or English, and this will be made known in the agenda and at the start of proceedings.

Correspondence issuing an invitation for these meetings will be bilingual. Welsh speaking members of staff will be present on such occasions to welcome attendees and deal with any queries.

Our normal practice will be to provide papers and other information in Welsh and English.

Where we can, we will use Welsh ourselves, and will encourage others to do the same when arrangements are made and via the person chairing the meeting.

Our Corporate Identity

Our corporate identity will be partly bilingual. Our name will be in English only, but our standard information will be bilingual on material that displays our corporate identity. This includes our stationery and material such as business cards, identity badges, publications, advertisements.

Publications and Visual Material

Our normal practice will be to publish bilingually the material we make available to the public and clients, with the Welsh and English versions together in one document.

If the Welsh and English versions have to be published separately (for instance, where a single document would be too lengthy or bulky), both versions will be of equal size and quality - and our



normal practice will be to ensure that both versions are available at the same time and are equally accessible. Each version will note clearly that the material is available in the other language.

Marketing and publicity activities

When we organise or attend an event, and display our material, we will display any Welsh versions of our material too. Any display boards or exhibition text will be bilingual.

When we place advertisements in newspapers or magazines or other publications, they will be bilingual.

Public Notices and Advertising

When we place an official notice in the press, and on our premises it will be bilingual.

Our staff recruitment adverts will normally be in English but will carry our bilingual brand and our bilingual service footer message.

Managing and Supporting Our Policy

This is a company policy. We will coordinate and review its implementation as part of our ongoing business administration.

We will provide our staff with encouragement, guidance and training on its implementation, so that they know what to do, and are confident in doing it. We will monitor and quality-assure our service through the medium of Welsh as part of our customer care arrangements, applying the same evaluation criteria as we would to other aspects of our service. This includes dealing with customer concerns.

Stacey Pritchard
Managing Director

1 April 2023

Review date: 1 April 2024