

WELSH LANGUAGE ACTION PLAN

**Land Opposite Maesydre,
Llanfyllin**

November 2024



Summary

Proposal:

Proposed residential development and associated works

Location:

Land opposite Maesydre, Llanfyllin

Date:

November 2024

Project Reference:

23.223

Client:

Powys County Council Housing Services

Product of:

Asbri Planning Limited
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Introduction

- 1.1 Asbri Planning Ltd has been instructed by Powys County Council Housing Services to prepare a Welsh Language Action Plan (WLAP) to accompany the full planning application for the proposed residential development and associated works on land opposite Maesydre, Llanfyllin, Powys.
- 1.2 Adopted LDP Policy DM12 'Development in Welsh Speaking Strongholds' states that the Welsh Language will be supported and promoted throughout the County. Within the Welsh Language Sensitive Areas, it is stated that developments of 10 or more dwellings will be required to submit a Welsh Language Action Plan which sets out measures to be taken to protect, promote and enhance the Welsh Language.
- 1.3 The site lies within the Welsh Language Sensitive Area as defined within the LDP. As the site is allocated for housing, it has already been subject to an assessment through the Sustainability Appraisal/Strategic Environmental Assessment (SA/SEA) process, an Action Plan rather than a full impact assessment is therefore deemed appropriate.
- 1.4 The above reflects paragraph 2.7.2 of TAN 20: The Welsh Language (2016) which states that the Local Planning Authority may outline a need for measures to mitigate the impacts of development on the Welsh Language.
- 1.5 Consequently, Section 2 of this document sets out the Background to the development; Section 3 examines the Local and Ward context; Section 4 discusses the proposed mitigation measures. Conclusions are set out in Section 5.

Background

- 2.1 The application site is located off the A490, in the south of the village of Llanfyllin. The site is centred on grid coordinates X: 34735, Y: 319019.
- 2.2 The site's surrounding context is predominantly residential, with properties located adjacent to the west, north (Derwlwyn Lane) and to the south-east (Maesydre). The site borders farmland to the east. The A490, a major transport route through the north of Powys, connecting Llanfyllin with Welshpool, runs immediately to the south of the site.
- 2.3 The site comprises an irregular parcel of land which increases in steepness to the north-west corner, measuring approximately 0.5ha in size. The site is vacant greenfield land, and is considered to be unmanaged. No existing structures are located within the site boundary.
- 2.4 Llanfyllin is located within northern Powys, and is identified as a Town within the LDP's settlement hierarchy. As such, it is identified as an important service centre and a principle location for accommodating housing growth within Powys.
- 2.5 The site does not currently have any means of vehicular or pedestrian access; notwithstanding this, it is located to the east of the A490, an adopted highway and major transport route within mid-Wales. As such, the proposed development seeks to utilise and extend access off this highway in order to establish vehicular access.
- 2.6 A review of the historic environment database and historic OS mapping shows there are no listed structures or Scheduled Ancient Monuments within the site boundary or in close proximity to the application site. The nearest identified heritage assets are the Grade II 'Former County Intermediate School' (Cadw ref: 04992) and the Grade II 'Walls, Railings, and Gates' to the former County Intermediate School (Cadw ref: 84993), located approximately 180m to the north of the site.
- 2.7 A review of the Welsh Government (NRW) Development Advice Maps for flooding confirms that the site is located within Flood Zone A, and is not considered to be at risk of flooding. NRW's Flood Map For Planning further ascertains that the site is not at risk of surface water, rivers, or sea flooding.
- 2.8 A key LDP Policy is DM12 'Development in Welsh Speaking Strongholds', which reads:

"Development proposals for 10 or more dwellings on windfall sites within or forming logical extensions to the following settlements will be subject to a Welsh Language Impact Assessment. Where the Impact Assessment demonstrates that

the development may have an adverse impact, proposals must be accompanied by a Language Action Plan setting out the measures to be taken to protect, promote and enhance Welsh Language and Culture:

*Towns: Llanfair Caereinion, **Llanfyllin**, Machynlleth, and Ystradgynlais.*

Large Villages: Abercrave, Carno, Coelbren, Llanbrynmair, Llangyngog, Llanrhaeadr-ym-Mochant, Llansilin, Pontrobert, Penybontfawr and Trefeglwys.

The implementation of any measures identified within the Language Action Plan shall be secured either by planning conditions or, where necessary, by planning obligations.”

Policy Context and Methodology

- 3.1 This section of the Plan summarises the relevant national and local level policies and policy documents which relate to sustainable communities and the Welsh Language. It is important to note that a full review of all pertinent policies relating to all material considerations are contained within the Planning Statement prepared by Asbri Planning Ltd.

National Planning Policy

Future Wales: The National Plan 2040

- 3.2 The National Plan 2040 is a 20-year national development plan that covers the whole of Wales. It has been produced by Welsh Government and covers the period up to 2040.
- 3.3 The plan seeks to provide a strategy for addressing key national priorities through the planning system. The plan covers big issues including the economy, housing, and environment. It shows where nationally significant developments like energy, transport, water, and waste projects should take place. It shows where growth should happen, what infrastructure and services are needed and how Wales can help fight climate change. It tries to make the best use of resources, create accessible healthy communities and protect our environment.
- 3.4 Future Wales establishes 11 “Future Wales Outcomes”, with outcome No. 4 being – A Wales where people live in places with a thriving Welsh language. With reference to language strongholds, Future Wales notes how “*Where Welsh is the everyday language of the community, development will be managed to ensure there are jobs and homes to enable the language to remain central to those communities’ identities*”. Future Wales confirms Welsh Government’s ambition of reaching a million Welsh speakers by 2050, as well as increasing the percentage of people who speak Welsh daily by the same year.
- 3.5 Planning Policy Wales (PPW) in its 12th edition establishes five National Sustainable Placemaking Outcomes;
- *Creating and Sustaining Communities*
 - *Growing Our Economy in a Sustainable Manner*
 - *Making Best Use of Resources*
 - *Maximising Environmental Protection and Limiting Environmental Impact*
 - *Facilitate Accessible and Healthy Environments*
- 3.6 With reference to the first outcome, PPW notes that communities are created and sustained by ensuring appropriate development densities, creating homes and jobs that meets society’s needs, providing a mix of uses and cultural

experiences, community-based facilities and services and enabling the Welsh Language to thrive.

- 3.7 Paragraph 3.25 notes that *“The Welsh language is part of the social and cultural fabric and its future well-being will depend upon a wide range of factors, particularly education, demographic change, community activities and a sound economic base to maintain thriving sustainable communities and places...”*
- 3.8 Paragraph 3.28 proceeds to clarify how *“Considerations relating to the use of the Welsh language may be taken into account by decision makers so far as they are material to applications for planning permission.”*

Well-being of Future Generations (Wales) Act 2015 / Planning (Wales) Act 2015

- 3.9 The well-being of Future Generations Act requires public bodies in Wales to think about the long-term impact of their decisions, to work better with people, communities, and each other, and to prevent persistent problems such as poverty, health inequalities and climate change. The Act puts in place seven well-being goals. The Act makes it clear the listed public bodies must work to achieve all of the goals;

- *A Prosperous Wales;*
- *A Resilient Wales;*
- *A More Equal Wales;*
- *A Healthier Wales;*
- *A Wales of Cohesive Communities;*
- *A Wales of Vibrant Culture & Thriving Welsh Language;*
- *A Globally Responsible Wales.*

Technical Advice Note (TAN) 20 – Planning and the Welsh Language (October 2017)

- 3.10 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.
- 3.11 Paragraph 3.4.1 notes that *“Mitigation measures can reduce or eliminate potential adverse impacts of development on the Welsh language, while enhancement measures may deliver wider benefits from a development. Circumstances in which the LPA expect mitigation or enhancement measures to be applied should be identified in the LDP, while further matters of detail may be set out in supplementary planning guidance (SPG)”*.

Cymraeg 2050: A Million Welsh Speakers

- 3.12 Published in 2017, this document introduced Welsh Government’s ambition of achieving 1 million Welsh speakers by the year 2050. Whilst the document is targeted towards a range of sectors, in reference to land use planning, the

documents notes that the “*land use planning system should contribute to the vitality of the Welsh language by creating suitable conditions for thriving, sustainable communities, supported by an awareness of the relevant principles of language planning*”.

Welsh Language (Wales) Measure 2011

- 3.13 This measure modernised the existing legal framework regarding the use of the Welsh language in the delivery of public services. It included provision about the official status of the Welsh language and established the office of the Welsh Language Commissioner, which replaced the Welsh Language Board.

Local Planning Policy

Powys County Council's Local Development Plan (2011-2026)

- 3.14 Powys County Council's adopted Local Development Plan has a specific policy in relation to the Welsh Language. Policy DM12 (Development in Welsh Speaking Strongholds) states as follows:

“Development proposals for 10 or more dwellings on windfall sites within or forming logical extensions to the following settlements will be subject to a Welsh Language Impact Assessment. Where the Impact Assessment demonstrates that the development may have an adverse impact, proposals must be accompanied by a Language Action Plan setting out the measures to be taken to protect, promote and enhance Welsh Language and Culture:

*Towns: Llanfair Caereinion, **Llanfyllin**, Machynlleth, and Ystradgynlais.*

Large Villages: Abercrave, Carno, Coelbren, Llanbrynmair, Llangyngog, Llanrhaeadr-ym-Mochnant, Llansilin, Pontrobert, Penybontfawr and Trefeglwys

The implementation of any measures identified within the Language Action Plan shall be secured either by planning conditions or, where necessary, by planning obligations.”

- 3.15 The following supplementary text provides more context behind the reason for Policy DM12 being included within the adopted Local Development Plan:

“4.2.62 Welsh language and culture are important planning considerations in Powys. The future of Welsh language and culture will depend on a wide range of factors including education, demographic change, community activities and a sound economic base to maintain thriving sustainable communities.

4.2.63 Levels of Welsh language use vary across the county with higher usage found in the north-west and south-west. Community Council Areas where more than 25% of the population speak Welsh (2011 census) are recognised by the plan as areas where the Welsh language is a significant part of the social fabric

of some or all of these communities. The Community Council areas identified as the Welsh Speaking Strongholds are as follows:

*Banwy, Cadfarch, Carno, Dwyriw, Glantwymyn, Llanbryn-mair, Llanerfyl, Llanfair Caereinion, Llanfihangel, **Llanfyllin**, Llangyniew, Llangynog, Llanrhaeadr-ym-Mochnant, Llansilin, Llanwddyn, Llywel, Machynlleth, Pen-y-bont-fawr, Tawe Uchaf, Trefeglwys, Ystradgynlais.*

It is these areas which have shown the most significant decreases in the number of Welsh speakers in recent decades. Welsh language and culture in Powys and how to plan for its protection and enhancement is considered in detail in the Welsh Language and Culture Topic Paper.

4.2.64 The Sustainability appraisal of the plan included an assessment of the likely significant effects of the plan on the use of Welsh language in Powys. In accordance with TAN 20, the Sustainability Appraisal of the Plan assessed the impact of the spatial strategy, policies and allocations on the Welsh language and was found to have an overall positive impact.

4.2.65 In conjunction with the Sustainability Appraisal of the plan a Welsh Language Impact Assessment was also undertaken. This assessment forms part of the Sustainability Appraisal and was undertaken to help understand the likely impacts of new housing development on Welsh speaking communities including impacts on the character and linguistic balance of a community associated with new housing development. Further information is found within the Powys Local Development Plan – Welsh Language Impact Assessment of Communities in the Upper Swansea Valley (June 2013). The assessment concluded that should a development proposal be likely to affect a local concentration of Welsh speakers then this would need to be assessed and if necessary mitigated using methods identified in the assessment.

4.2.66 The Plan supports Welsh language and culture across the entire County by being centred on a spatial strategy that guides and distributes development to sustainable locations in accordance with its objectives and Strategic Policies SP5 and SP6 and by providing policy support for building strong local economies, providing appropriate housing provision, distribution and choice including affordable housing, and by protecting the historic environment and existing community facilities and services.

4.2.67 In addition to this county wide policy approach evidence suggests that new large housing developments have the potential to affect local concentrations of Welsh speakers. The Council therefore considers that new housing development of 10 or more dwellings in higher tier settlements (towns and large villages) located within Community Council areas where more than 25% of the population speak Welsh, has the potential to have a detrimental impact on Welsh language and culture.

4.2.68 Housing development proposals in these locations will need to be accompanied by a Language Action Plan setting out the measures to be taken to protect, promote and enhance the Welsh Language. The Council will be responsible for carrying out a Language Impact Assessment in connection with windfall housing developments of a large scale, defined as developments of 10 or more dwellings, in the identified towns and large villages in the Welsh Speaking Strongholds in accordance with the requirements of TAN 20. The findings of the Council's assessment will be used to determine whether the development is likely to have adverse impacts on the Welsh language. Should this be the case, applicants will have the opportunity to demonstrate how the identified impacts could be avoided or mitigated through the submission of a Language Action Plan. In cases where the Council considers that the impact of the development on the Welsh language cannot be effectively mitigated, the application may be refused.

4.2.69 Details of Language Action Plan requirements and appropriate Welsh language and culture mitigation measures will reflect the key findings and recommendations of the Welsh Language Impact Assessment and shall be required to be implemented by planning conditions or, where necessary, via planning obligations. Further explanation will be provided in Planning Obligations – Supplementary Planning Guidance. Examples of appropriate mitigation measures could include support and funding for Welsh language and culture initiatives and projects, or control over phasing of new housing development.

4.2.70 All advertisements, place names and signage within the Welsh Speaking Strongholds are expected to be bilingual in order to protect local linguistic character, tradition and promote cultural distinctiveness.”

Powys Local Development Plan Topic Paper Welsh Language and Culture (Updated January 2016)

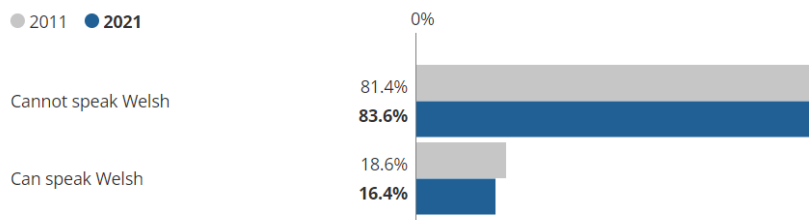
- 3.16 The purpose of this paper is to explore Welsh Language and Culture in Powys. It considers policy and local context, drivers of change and key issues and existing Unitary Development Plan Policies in the formulation of appropriate objectives, policies and monitoring framework to be included in the LDP. Powys County Council considers the Welsh language and its associated culture important and an integral part of community life within Powys. In regard to Welsh culture, Powys has a number of important land designations and facilities across the county which seek to preserve and enhance Welsh culture.
- 3.17 The Powys Local Development Plan Draft Welsh Language and Culture Topic Paper April 2012 provides background information on Welsh Language and Culture in Powys at that time. Following the preparation of the 2012 topic paper, a new Technical Advice Note (TAN) 20 – Planning and the Welsh Language (2013) was introduced. This TAN supports an updated approach to the consideration of the Welsh Language as it relates to land use planning and is considered in this updated topic paper.

3.18 In 2013 Powys County Council engaged Menter Iaith Castell Nedd to undertake a Welsh Language Impact Assessment to inform the preparation of the Powys Local Development Plan. The assessment forms part of the Sustainability Appraisal and was undertaken to help understand the likely impacts of new housing development on Welsh speaking communities including impacts on the character and linguistic balance of a community associated with new housing development. The assessment concluded that should a development proposal be likely to affect a local concentration of Welsh speakers then this would need to be assessed and if necessary mitigated using methods identified in the assessment.

Ward/ Local Information

County Level: Powys

- 4.1 The 2021 Census found that 16.4% of the County's population could speak Welsh, which is a 2.2% decrease since the 2011 Census. This was the joint second-largest decline (alongside Denbighshire and Pembrokeshire) in the percentage of Welsh speakers of any local authority area in the country (the largest decline was in Carmarthenshire). In 2021, there were just over 2,600 fewer Welsh-speaking Powys residents (over the age of three years) compared with 2011. This was below the Welsh figure which stood at 17.8% of the population over three years old being able to speak Welsh. This represents a pronounced decline within the County since the 2011 census results.



Source: Office for National Statistics – 2011 Census and Census 2021

Ward Level: Llanfyllin (Nomis Ref: W00002463)

- 4.2 The application site lies within the electoral ward of Llanfyllin. In terms of demographics, at the time of the 2021 Census the population of the ward (aged 3 and over) was 1,585. Data from the 2021 Census shows that of the overall population of 1,585 people 653 residents identify as 'Welsh Only' (41.1%).
- 4.3 The 2021 Census shows that 485 of the ward population could speak Welsh, with 401 being able to speak, read, and write in Welsh. This equates to 30.1%, which is significantly higher than the national average at the time (14.2%) for being able to speak, read, and write in Welsh.
- 4.4 As the ward within which the site is located has a greater proportion of individuals with an understanding of Welsh than both County and national levels, it is evident that the Welsh language forms an important role and feature within this community. Consequently, any proposed development within this community must seek to protect and promote the Welsh Language, as well as mitigate any negative impact such a development may introduce, which is in line with Policy DM12 of the adopted LDP. This is even more important given the reduction in the proportion of the county being able to speak Welsh, as indicated by the initial results of the 2021 Census.

- 4.5 The following tables provide a comparison of the Welsh language skills from related data collected by the 2011 and 2021 Censuses within both the ward of Llanfyllin, and for the county of Powys.

2011 Census

	Llanfyllin	Powys
Able to Speak Welsh	512 (25.3%)	18.1%

2021 Census

	Llanfyllin	Powys
Able to Speak Welsh	485 (30.1%)	16.2%

- 4.6 A review of Census data for 2011 and 2021 indicates that the ward of Llanfyllin saw a slight increase in the number of, and percentage of people that are able to speak Welsh, which is different to the general County trend whereby the ability to speak Welsh was in decline. This demonstrates the ward’s designation as a Welsh Speaking Stronghold.
- 4.7 Household size data from Llanfyllin indicates that the largest proportions of household size are one (34%) and two (35%) person households.
- 4.8 A review of Welsh Government data indicates that the nearest primary and Secondary school is Ysgol Llanfyllin; an all-through school established in September 2020 after Llanfyllin County Primary School and Llanfyllin High School were merged. The school provides Welsh-medium and English-medium education for pupils from 4-18 years. The school is located approximately 0.4 miles to the north-west of the application site.
- 4.9 With regard to sustainability, the area surrounding the site has a range of shops, services, and facilities, primarily along the route corridors High Street / The A490, which are located approximately 800m to the north-west of the site. There are a number of bus stops located locally which provide services to neighbouring settlements including Welshpool and Oswestry.

Welsh In Education Strategic Plan

- 4.10 By 2032, Powys County Council’s (PCC) target is to increase the number of year 1 pupils being taught through the medium of Welsh in Powys by 14 percentage points to 36 percentage points. This is the maximum target for the range suggested by the Welsh Government for Powys, and the Council’s ambition is to exceed this target.
- 4.11 In order to achieve this target, the WESP is fully aligned with the authority’s Strategy for Transforming Education in Powys 2020-30 and also with the

authority's Vision for Welsh-medium Education Document, both of which were approved by the authority's Cabinet in 2020.

- 4.12 The Strategy includes a Strategic Aim to *'improve access to Welsh-medium provision across all key stages'* and the Vision Document provides a broad framework that underpins the development of Welsh-medium education in Powys. The WESP builds upon both these key documents and outlines how the authority will meet, and exceed the target outlined above, by implementing a programme of transformational change as follows:
- Ensuring that more parents and families are aware of the benefits of Welsh medium education and bilingualism from birth, are signposted to Welsh medium provision with clear progression routes throughout all key phases of education
 - Ensuring that there is access to Welsh-medium early years and primary provision in all 13 localities in Powys by:
 - Establishing new Welsh-medium early years provision (Cylchoedd Ti a Fi and Cylchoedd Meithrin)
 - Supporting English-medium/bilingual early years providers to move along the language continuum
 - Establishing new Welsh-medium primary schools
 - Supporting dual-stream/English-medium primary schools to move along the language continuum so that they can provide Welsh-medium immersion education until the age of seven or eleven
 - Establishing Welsh-medium secondary provision in at least 3 localities in Powys
 - Providing high-quality 'trochi' (immersion) provision to support pupils who move into Powys and don't have Welsh-language skills, and also for pupils who choose to move from an English-medium stream/school within Powys to Welsh-medium education
 - Providing high-quality provision for learners with ALN through the medium of Welsh
 - Developing the workforce to ensure that there's a good supply of childcare staff, schools' staff and authority staff able to provide their services through the medium of Welsh.
- 4.13 Within the first five years of the Plan, the authority will focus on developing new Welsh-medium primary provision in the following areas where no provision currently exists:
- Hay-on-Wye
 - Crickhowell
 - Presteigne
 - North Powys border area
- 4.14 In addition, the authority will focus on developing more Welsh-medium provision in the following catchment areas, including Llanfyllin:

- Llanfair Caereinion
- **Llanfyllin**
- Ystradgynlais
- Brecon
- Llandrindod Wells/Builth Wells
- Newtown

4.15 This will be done in a variety of ways, dependent on the particular circumstances within each area, including:

- moving dual-stream schools along the language continuum by only offering an immersive Welsh-medium education in the Foundation Phase, and gradually rolling this out to the whole school over time
- establishing new Welsh-medium primary provision
- exploring the possibility of introducing a Welsh-medium class in schools that currently only offer English-medium education. This is similar to the pilot that started at Ysgol y Cribarth in September 2021, where a new Welsh-medium Reception class has been introduced.

4.16 In terms of Welsh Language Community organisations, Menter Iaith Maldwyn (North Powys's Welsh Language Initiative) works to promote and expand the use of the Welsh language across Northern Powys. They provide opportunities for people to use the Welsh language throughout the area. The Group host Welsh Medium playgroups, mother and baby groups and youth clubs, hold events, and work with other Welsh Language groups in the area.

Engagement and Mitigation

- 5.1 In accordance with Part 1A of The Town and Country Planning (Development Management Procedure) (Wales) (Amendment) Order 2016 (“the 2016 Order”), all major developments are required to be subject to pre-application consultation, prior to the Planning Application being validated by the Local Planning Authority.
- 5.2 The Pre-Application Consultation (PAC) exercise for this site will be undertaken between 8th November and 6th December 2024. All of the responses provided during the period of consultation will be detailed within the PAC Report, which will accompany a full planning application.
- 5.3 Notwithstanding, it is considered necessary to confirm the mitigation measures intended to promote and preserve the language as part of the proposed development.

Proposed Mitigation Measures

- 5.4 Bilingual Marketing of Properties
It is the intention of Powys County Council Housing Services to market the scheme bilingually, in both Welsh and English, who will produce bilingual sales sheets for the proposed housing types at land opposite Maesydre. These documents will be made available to view digitally, with separate English and Welsh versions. Site hoardings, containing marketing material, are also proposed to be bilingual.
- 5.5 Powys County Council and the Council’s Housing Services department recognise the importance of marketing the scheme to people in whichever language they feel most comfortable using. They recognise that some of their prospective customers may be first language Welsh speakers who conduct most of their day to day lives through the medium of Welsh. Such customers will be encouraged upon being able to review marketing material that is written in their first language. Such efforts often foster good relationships between customers and prospective buyers/occupiers. Providing marketing materials in Welsh will demonstrate the development’s commitment to ensuring that the Welsh language is promoted and respected as part of the development. It’s use within marketing materials will demonstrate Powys County Council Housing Services’ knowledge and understanding of the Welsh Language Act 1993 which confirmed equal status between both languages.
- Production of a Welcome Pack for each household which sets out the Welsh language provision in the area
- 5.6 Similar to the above measure, it is the intention of Powys County Council Housing Services to prepare a welcome pack for new residents, which will include information on local transport routes, community services/groups, and relevant contact details for PCC Housing Services as an organisation.

5.7 With reference to the proposed development, PCC Housing Services will also include information on local Welsh language groups, clubs, initiatives and services. It is hoped that this will signpost future residents towards Welsh language initiatives both locally and further afield within Powys, led by groups including Menter Iaith Maldwyn (Menter Iaith) who operate in the north of Powys.

5.8 Menter Iaith Maldwyn aim to provide advice and support to individuals, organisations, and businesses in the area in order to support and raise the profile of the Welsh Language. Menter Iaith Maldwyn's work focuses on the following: ¹;

- Events – Menter Iaith Maldwyn arrange various events within the north of Powys;
- For children and families, Menter Iaith Maldwyn host a range of services and events in the area e.g., singing sessions and play plans;
- For young people, Menter Iaith Maldwyn liaise closely with local schools to provide opportunities for young people to socialise in Welsh;
- For learners, Menter Iaith Maldwyn provide a range of opportunities for Welsh learners to practice their Welsh in a social environment.

The welcome pack will also make reference to initiative and events held locally by the Urdd². Urdd Gobaith Cymru is a National Voluntary Youth Organisation with over 55,000 members between the ages of 8 – 25 years old. Since 1922, Urdd have provided opportunities through the medium of Welsh for children and young people in Wales to enable them to make positive contributions to the communities within which they live and study.

Furthermore, the welcome pack will make reference to more local level initiatives in Llanfyllin itself where appropriate and relevant. Please note that the examples referenced above may not comprise the complete extent of opportunities featured within the welcome pack. As previously detailed, the welcome pack will be bilingual, distributed in both Welsh and English.

5.9 Welsh Street Names Within the Development

In order to ensure that the development protects and promotes the local linguistic character and cultural distinctiveness of Llanfyllin and northern Powys, PCC Housing Services will work with the relevant bodies (likely Royal Mail and the local authority) to ensure that all streets within the development benefit from having Welsh names. The names will reflect the character and cultural distinctiveness of the town and will draw inspiration from local features, notable figures etc.

¹ [Menter Maldwyn – Hyrwyddo'r Gymraeg ym Maldwyn](#)

² <https://www.urdd.cymru/en/about-us/>

Conclusion

- 6.1 This Welsh Language Action Plan is prepared by Asbri Planning Ltd on behalf of Powys County Council Housing Services in order to assess the impact of the proposed development at land opposite Maesydre, Llanfyllin, of 16no. affordable housing units onto the Welsh Language.
- 6.2 As confirmed by the Local Planning Authority (LPA), the development generates the need for a Welsh Language Action Plan as Llanfyllin is noted as being one of the Towns where more than 25% of the population speak Welsh (2011 census). The town is also recognised by the plan as areas where the Welsh language is a significant part of the social fabric of some or all of these communities.
- 6.3 In assessing the impact of a new residential development on the Welsh language, there is a danger to focus on the increase in population and the proportion of that population that hold Welsh language skills. However, immigration of non-Welsh speaking households into an area with a high proportion of Welsh- speaking households is only one threat to the future of the Welsh language. The 'other side of the coin' is the need to retain existing Welsh speaking households within communities with relatively high percentages of people with Welsh language skills.
- 6.4 As the site is allocated for housing within the adopted Local Development Plan, the principle of the development and the possible effects on the cultural offerings and the Welsh language in Llanfyllin has already been established to be acceptable through the development plan process. Notwithstanding, a range of measures are proposed to be delivered as part of the proposed development which will aim to ensure that the area remains an important stronghold for Welsh language. The Welsh language is of utmost importance to Powys County Council Housing Services - it therefore aims to fully assist in the measures in place at County level to slow the decline in the number of people being able to speak Welsh.
- 6.5 In conclusion, the proposed development of 16 affordable housing units at land opposite Maesydre is likely to have an overall positive impact on the Welsh language and its future in the village, particularly with regard to the nature of the affordable units.
- 6.6 The action plan sets out a number of mitigation measures that Powys County Council Housing Services are committed to implementing as part of the proposed development.