



WELSH LANGUAGE IMPACT ASSESSMENT
RESIDENTIAL DEVELOPMENT AT LAND OFF HEOL PENTRE
BACH, GORSEINON, SWANSEA

On behalf of
V & C Properties Ltd

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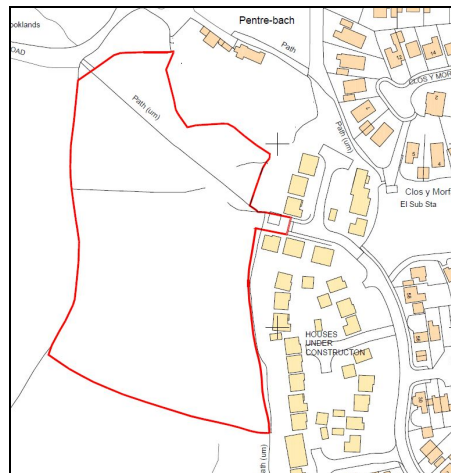
1.0 INTRODUCTION

- 1.1 JCR Planning has been instructed by V & C Properties Ltd (the Applicants) to prepare and submit a full planning application for 20 residential dwellings at land off Heol Pentre Bach, Gorseinon, Swansea. As part of this planning application, taking into account the application site's location and the associated planning history of adjoining land, it is considered pertinent to consider any potential impact the proposal may have on the Welsh Language in the locality. As a result, a Welsh Language Impact Assessment (WLIA) has been undertaken in relation to the proposal, based on the principles and guidance set out by the widely recognised and supported document entitled *Planning and the Welsh Language: The Way Forward* (2005).
- 1.2 This WLIA therefore looks at the potential impact of the proposal subject of this current application in relation to the Welsh Language.

2.0 BASELINE INFORMATION

2.1 THE PROPOSAL

2.1.1 The application proposal relates to a site located on the edge of the existing built form of Gorseinon, edged red on the plan below.



Plan A

2.1.2 The application proposal itself is for 20 open market detached and semi-detached bungalows of a two and three bedroom nature with an associated area of open space, based on the layout shown in Plan B.



Plan B

2.1.3 The proposed mix is based on the Applicant’s extensive knowledge of the local housing market and its requirements, supported further through discussions they have had with local estate agents.

2.1.4 As a result, this WLIA is therefore based on the above proposed development.

2.2 LINGUISTIC CONTEXT

National Level

2.2.1 From a national perspective the general trend of the number (as a percentage) of people living in Wales with an ability to speak Welsh has declined over the last century, as illustrated by the graph below:

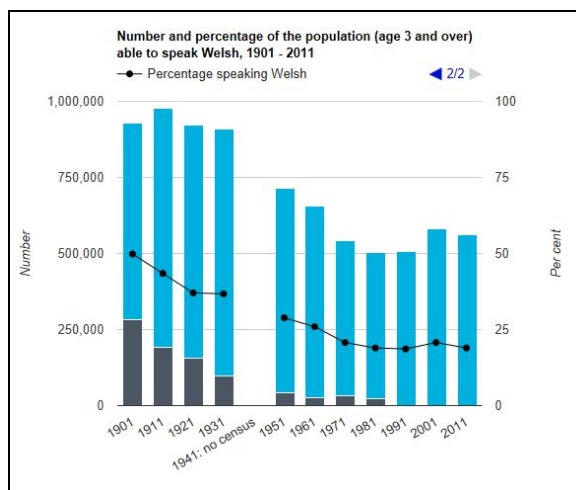


Table 1

2.2.2 What is encouraging though is that this trend has steadied in the last 30 years, with the number of Welsh speakers in 1991 in fact rising. This change in the steep decline in the language has been accredited to it being taught more widespread in schools, the process of devolution, the 1993 *Welsh Language Act* and the more recent 2011 *Welsh Language (Wales) Measure*. However, despite this rise, concern continues to be raised over the preservation of the language in the future and this has led to it now forming part of the planning decision making process, particularly since the introduction of a Technical Advice Note dealing specifically with the topic.

County Level

2.2.3 At a County level, the 2011 Census Data found that 16.1% of the County's population had an understanding of spoken Welsh, which represents a fall since the 2001 Census, which found that this figure was 18.3%. The situation was similar for those either able to read, write or speak Welsh, with the figure in 2001 being 16.5% falling to 13.8% in 2011. In terms then of the percentage of the population able to speak Welsh, this figure in the 2001 Census was found to be 13.4%, but this had also declined to 11.4% by 2011.

2.2.4 Notwithstanding this, it must be noted that the figures referred to above vary greatly for the various areas within the County area, with a number of instances being substantially nearer the national averages.

Ward Level

2.2.5 In terms of a more local, or ward level, the application site lies within the Upper Loughor Ward, but also directly adjoins the ward of Penyrheol. It is therefore considered appropriate to look at the situation of the Welsh Language in both areas in terms of data collected during the 2001 and 2011 Census's. The Table below provides such a comparison, providing an indication as a percentage for the various data groups in relation to the Welsh Language.

Category	Upper Loughor		Penyrheol	
	2001 Census	2011 Census	2001 Census	2011 Census
Understands Spoken Welsh	31.3%	26%	26.8%	23.3%
Speaks Welsh	22.3%	16.8%	17.82%	15.0%
Reads Welsh	21.3%	16.4%	17.6%	14.0%
Write Welsh	17.1%	12.7%	13.0%	10.1%
Either Speaks, Reads or Writes Welsh	25.7%	20.3%	22.2%	18.1%

Table 2

2.2.6 As the data in the above table shows, both Wards have seen a reduction in each of the data groups since the 2001 Census, comparable to the trend then experienced at a County level, although the reduction is slightly greater in the Upper Loughor ward. Notwithstanding this, both Wards also experiencing a decline in their populations between 2001 and 2011, whilst the County saw a rise, so this must be taken into consideration when reviewing the above figures.

2.2.7 In summary therefore and for the purposes of this WLIA, taking into consideration the above data from the two Wards in question, it is considered that on average 19.2 % of the population of the local area can either speak, read or write Welsh. In addition, based on the average household size figure calculated by the 2011 Census for the Upper Loughor Ward (2.36), the development proposed by this scheme would result in a population increase of 48. It is these figures therefore that this WLIA has been based on.

3.0 METHODOLOGY

- 3.1 This assessment has been undertaken using the methodology and guidance set out by the document *Planning and the Welsh Language: The Way Forward* (2005) (PWL), in particular Appendices B and C. Although not formerly adopted as part of the national planning policy and guidance system, it is acknowledged as representing the most up to date and representative form of guidance on how WLIA should be undertaken. This is in fact a view held by City and County of Swansea Council who has encouraged the document's use during the preparation of WLIA for proposed developments on sites elsewhere in the County, including on the adjoining land.
- 3.2 At present, the *Swansea Unitary Development Plan* has now expired and the emerging *Swansea Local Development Plan* has yet to reach adoption and so there is currently somewhat of a policy void with regards to the matter of the Welsh language and planning policy at a local level. Notwithstanding this and whilst recognising that the recently published *Technical Advice Note 20: Planning and the Welsh Language* now places the emphasis and requirements generally for LPAs to prepare WLIA when considering new development, this document and assessment will follow the above mentioned guidance document to provide the Authority with full and robust information to assist it in the determination of this current application on a site-specific basis.

4.0 LANGUAGE IMPACT ASSESSMENT

4.1 IS THE DEVELOPMENT LIKELY TO LEAD TO A POPULATION INCREASE/DECREASE?

(a) Will it affect the balance of English/Welsh Speakers (in a negative/positive way); or

(b) Lead to an absolute or proportional decline in the number of Welsh speaker?

- 4.1.1 By its very nature - new housing units – the development will result in an increase in population to the Ward it forms part of, introducing an additional 20 units to the existing stock, where previously there had been none. As stated in Section 2 of this report, this is likely to result in a population increase in the region of 48 additional residents. Notwithstanding this, the increase in population may not necessarily be as a result of people moving into the area from outside of the Ward or indeed County, which could in turn have an impact on the balance between English and Welsh speakers.
- 4.1.2 To help better understand the likely pattern of occupancy of the proposed dwellings, we would refer to data collected by the current land owners of the site (Elan Homes Ltd) in relation to a nearby scheme (please see Appendix 1) at the time of the determination of the planning application relating to the scheme on the adjoining site. The scheme considered related to a 30 unit scheme, 22 of which were Open Market units.
- 4.1.3 Of the 22 Open Market units sold, all we understand were to individuals residing within the County of Swansea, with 16 of those from the SA4 Post Code area (which includes the Upper Loughor and Penyrheol Wards, as well as that of Pontardulais). A large proportion – 80% - therefore came from the local area.
- 4.1.4 The above trend has been seen and experienced by the Applicants at two other schemes they are currently developing or have completed within the County, where all purchasers came from within a 2-3 mile radius of the development site.

-
- 4.1.5 What can be drawn from the above therefore is that the number of individuals likely to move to the proposed development from the surrounding local area would be in the region of 80%, with the proposal then likely to generate 48 new residents.
- 4.1.6 On the basis of the above figures, it is possible to ascertain the minimum number of additional Welsh Speakers the proposed development will generate. If, as market research has indicated, 80% of the prospective buyers were from the two wards discussed above, then taking Census data, the number of the new residents able to read, write or speak Welsh would amount to 9 (19.2% of new residents).
- 4.1.7 Notwithstanding the above and taking into consideration the Applicants own recent experience of selling units within the County, the 80% figure of purchasers coming from the area is a minimum and that in fact the figure could be as high as 100%. This would then in turn result in the number of additional people who can read, write or speak Welsh in the community also being greater. Furthermore, any children forming part of the increase in residents are highly likely to be learning Welsh at school and so this will also increase the number of new residents with the ability to read, write or speak Welsh.
- 4.1.8 In summary, the projected percentage of those with an ability to read, write or speak Welsh will be at least 19.2%, resulting in the introduction of at least 9 new residents with the ability to either read, write or speak Welsh. However, these are 'minimum' figures, which could increase naturally and could also be increased further through the mitigation measures outlined below.

Impact: Neutral effect

Mitigation: Promotion of Welsh education among children and adults in the area. Strong local advertising/marketing. All adverts to be bilingual. Adverts placed in local press to include Welsh medium publications.

4.2 IS THE DEVELOPMENT LIKELY TO LEAD TO INCREASED IN-MIGRATION?

(a) Might this result in a permanent increase in the proportion of non-Welsh speaking households; and

(b) Would such a change be permanent or temporary?

- 4.2.1 As outlined in Section 4.1, by its very nature the development will lead to an increase in the population of the Upper Loughor Ward, some 48 new residents. However, as outlined in Section 4.1 of this Assessment, this increase in the population may not necessarily have a detrimental impact on the Welsh language and culture of the area.
- 4.2.2 As shown in Section 4.1 of this Assessment, the majority of purchasers are likely to come from the local area itself, ensuring then that a strong proportion are likely to already be Welsh speaking households. In addition, taking into consideration purchasing trends on other recent developments in the area, there also appears to be a trend for some occupiers to come from adjoining areas with higher proportions of Welsh speakers.
- 4.2.3 In addition to the above, it is likely that in order to become part of the local community, some new non-Welsh speaking residents may wish to learn the language. Furthermore, any children on the development will learn the language at school. Both these factors will help further reduce the number of non-Welsh speaking households brought about as a result of the development.
- 4.2.4 In summary therefore, the above would suggest that the proposed development is unlikely to lead to a large increase in in-migration. As a result, the proposal is likely to retain the current proportion of Welsh speakers in the area, or possibly even increase it. To ensure that this is the case, we would propose the following mitigation measures.

Impact: Neutral effect

Mitigation: Promotion of Welsh education among children and adults in the area. Strong local advertising/marketing. All adverts to be bilingual. Adverts placed in local press to include Welsh medium publications.

4.3 IS THE DEVELOPMENT LIKELY TO LEAD TO INCREASED OUT-MIGRATION?

Might:

-
- (a) The process of out-migration likely result in a loss of Welsh speaking households; and**
(b) Would such a change be permanent or temporary?

- 4.3.1 Through the provision of additional housing units, it is unlikely that the proposal will lead to an increase in out-migration amongst either Welsh speaking or non-Welsh speaking households.
- 4.3.2 Numerically, based on the findings outlined in Section 4.1 of this study, the number of Welsh speakers in the area is likely to increase, due particularly to the volume of buyers coming from within the local area and adjoining areas where there are a higher proportion of Welsh speakers. As a result, the development is unlikely to lead to a loss in Welsh speaking households.
- 4.3.3 In addition to the above, of the total number of units proposed (i.e. 20 units), 12 of them will be 3 bedroom units, which is the typical size for the average family. Through the provision of this type of unit, any process of out-migration, which is predominantly due to young families leaving an area due to lack of housing, is likely to be prevented. Furthermore, those remaining units – 2 bedroom bungalows – tend to attract those older members of the population, which based on the migration patterns discussed above – would then possibly free up existing stock for young families to occupy from the local area.

Impact: Positive effect

Mitigation Required: None.

4.4 IS THE DEVELOPMENT LIKELY TO LEAD TO A CHANGING AGE STRUCTURE OF THE COMMUNITY? INCREASED OUT-MIGRATION?

Might it lead to young/middle-aged/older Welsh speaking people leaving/moving into the area/ leading to:

- (a) Changes in traditional activity patterns, resulting in an increasing desire to move away; or**
(b) Social tensions/break up of traditional social networks?

-
- 4.4.1 The proposed development in its totality (i.e. 20 units) will facilitate the delivery of a mix of units, consisting of 8 two bedroom properties and 12 three bed properties. This mix has been proposed based on market research into local demand patterns for the locality, which have in particular been influenced by a lack of new development being brought forward in the Wards in question.
- 4.4.2 In particular with regard to the above, the proposed housing mix seeks to cater for a mix of household unit types. This has included those of an older nature (2 bedroom bungalows), which will not only retain those social groups in the area (based on the migration patterns discussed above), but also then free up some of the existing stock to be occupied by 'new' younger family units in the area.
- 4.4.3 The combination of the above therefore will ensure that a mix of family groups are accommodated both on and off-site, with no discrimination to one particular age group being present. This will then ensure that the current age structure of the area remains largely unchanged as a result of the development, avoiding any detrimental impact to existing social networks.

Impact: Positive effect

Mitigation Required: None.

4.5 IS THE DEVELOPMENT LIKELY TO HAVE AN IMPACT ON THE HEALTH OF LOCAL PEOPLE?

Might it:

- (a) Increase the risk of illness, therefore reducing the desirability to live in the community; or***
- (b) Potentially make life expensive, therefore increasing the risk of financial problems/stress of the local Welsh speaking population?***

- 4.5.1 Due to its nature, it is unlikely that the development would have any effect on the local people's health, nor increase risk of illness. Therefore in terms of this aspect, the proposal will not reduce the desirability to live in the community.

4.5.2 Market research has been undertaken to ensure that the houses prices of the proposed development reflect the needs and demand of the local market (see Section 4.12 for further details). This compatibility of housing mix and price with that found in the existing area will ensure that life will not be made more expensive and so not increase the risk of financial problems/stress being incurred by the Welsh speaking population.

Impact: Neutral effect

Mitigation Required: None.

4.6 IS THE DEVELOPMENT LIKELY TO HAVE AN IMPACT ON THE AMENITY OF THE LOCAL AREA?

Might it:

(a) Deteriorate the environmental quality, therefore reducing the desirability to live in the community?

4.6.1 In terms of the scheme's design, a key objective has been to protect the amenity of existing residents as well as that of the future residents of the scheme itself. In delivering this objective particular attention has been made to the retention of existing hedgerows on the site boundaries, as well as the orientation of units within the site itself. In addition to this, the scheme includes a large area of open space as part of the proposed development, available to both existing and future residents of the area.

4.6.2 External finishes have drawn from the existing palette found within the surrounding area, ensuring that there is no deterioration in the environmental quality experienced by the locality and so have no detriment on the desirability to live in the community.

Impact: Positive effect

Mitigation Required: None.

4.7 IS THE DEVELOPMENT LIKELY TO LEAD TO THE THREAT OF INCREASE CRIME OR VIOLENCE IN THE COMMUNITY?

Might it:

(a) Increase the risk of crime or violence, therefore reducing the desirability to live in the community?

4.7.1 It is not envisaged or anticipated that there will be an increase in either crime or violence in the community as a result of this proposed development. Furthermore the proposal has been designed in line with national guidelines and regulations, which consider the reduction of crime and anti-social behaviour in new development.

4.7.2 It is of course impossible to predict the nature of the residents that will occupy the proposed units, but an increase in population will by itself result in an increase in trends of 'natural surveillance'.

Impact: Neutral effect

Mitigation Required: None.

4.8 IS THE DEVELOPMENT LIKELY TO HAVE A DETRIMENTAL IMPACT ON LOCAL BUSINESSES?

Might it potentially lead to local – Welsh speaking – businesses closing down due to:

(a) A decline in overall local population; or

(b) An increase of – non-Welsh speaking – residents; or

(c) An increase in harmful/helpful competition?

4.8.1 The proposal lies within walking distance of the commercial centre of Gorseinon, which includes a wide range of community facilities and local services. In addition, the site lies within closer proximity to a number of local and neighbourhood centres, including for example Frampton Road and Alexander Road. There are also a number of well serviced bus stops within walking distance of the site, providing residents with access to other District Centres, the City Centre and adjoining counties.

4.8.2 Section 4.1 outlines that there will be an increase in the overall local population, of which at least 9 will be able to read, write or speak Welsh. Due to this proportion of new Welsh speakers, it is therefore unlikely that local business will close. Furthermore, the proposal due to its nature – residential – would not introduce an element of competition that would harm local Welsh speaking business. In fact, the likely number of new Welsh speakers will benefit any local Welsh speaking business.

Impact: Positive effect

4.9 IS THE DEVELOPMENT LIKELY TO HAVE A DETRIMENTAL IMPACT ON LOCAL JOBS?

Might it:

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

4.9.1 Due to its nature, it is unlikely that the proposal will have any impact, detrimental or otherwise, on employment in the area, certainly in the longer/permanent term. Although during the construction phase there will be a possibility that employment will be provided to local people, once the development has been completed this source of employment will obviously end.

Impact: Neutral effect

Mitigation Required: None.

4.10 IS THE DEVELOPMENT LIKELY TO LEAD TO GREATER ECONOMIC DIVERSITY?

Might it:

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

4.10.1 As indicated in Section 4.9, the proposed development is unlikely to deliver any employment related effects to the Community other than during the construction phase. As there is to be no long term 'posts' created, there is therefore an unlikelihood that the proposal will result in an increase of in-migration to the area of either Welsh speakers or non-Welsh speakers, as a result of the proposal's 'employment impacts'.

Impact: Neutral effect

Mitigation Required: None.

4.11 IS THE DEVELOPMENT LIKELY TO HAVE AN IMPACT ON LOCAL WAGE/SALARY LEVELS?

Might it:

(a) Potentially increase/decrease wage/salary levels due to increase work force/business competition?

4.11.1 As no long term employment is being directly provided by the proposed development, there is nothing to suggest that the proposal will have any impact on local wage/salary levels.

Impact: Neutral

Mitigation Required: None.

4.12 IS THE DEVELOPMENT LIKELY TO HAVE AN IMPACT ON THE AVERAGE COST OF HOUSING?

Might it:

(a) Force local – Welsh speaking – people to leave the community; or

(b) Potentially lead to an increase in homelessness/housing stress amongst local – Welsh speaking – households; or

(c) Prevent local Welsh speaking people from returning to the area?

4.12.1 The price structure for the properties on site has been based on an analysis of the local housing market and market demand derived from information obtained from

other properties currently being marketed in the area. The following table provides an indication of the recommended pricing for the proposed units, against the average sale price of similar properties in the area.

House Type	Existing Sale Price Range	Recommend Pricing
2 Bed Semi-Detached	£130,000 - £150,000	£140,000
2 Bed Detached	£148,000 - £160,000	£154,000
3 Bed Detached	£170,000 - £200,000	£185,000

Table 1

4.12.2 The above figures provide an indication that the development is unlikely to lead to an increase in local house prices.

4.12.3 In view of the above, it is unlikely that the cost of units on the proposed development is likely to force local Welsh speaking people to leave the community. In addition, there is no reason to believe that the development would lead to an increase in homelessness.

4.12.4 On the basis of the above analysis, the provision of new residential units will not affect the local housing market in terms of prices, but will provide a wider range and choice for local households, including those that it is considered are not necessarily being satisfactorily catered for at present.

Impact: Neutral effect

Mitigation Required: None.

4.13 IS THE DEVELOPMENT LIKELY TO HAVE AN IMPACT ON LOCAL SCHOOLS?

Might it:

(a) Threaten/secure local schools due to an increase/decrease of student rolls?

(b) Alter the balance between Welsh-speaking and non-Welsh speaking students?

4.13.1 Although the Council have yet to advise the number of additional schools placements it considers will be generated by the additional 20 new units, we understand from the

experience of other nearby developments that the limited new school placements required to accommodate the children of the proposal can be accommodated by schools in the area, with no detriment to the balance between Welsh-speaking and non-Welsh speaking students.

Impact: Neutral

Mitigation Required: None.

4.14 IS THE DEVELOPMENT LIKELY TO HAVE AN IMPACT ON HEALTH CARE PROVISION?

Might it:

(a) Threaten/secure local – Welsh medium – facilities/services?

4.14.1 Due to the proposed mix and nature of the development, there is no evidence to suggest that the proposal would have an impact on health care provision in the area above that anticipated by the emerging LDP.

4.14.2 Notwithstanding the above, the proposal will result in an increase in the number of people speaking Welsh in the community, which could in turn result in the demand for the provision of health care being provided through the median of Welsh.

Impact: Neutral, but potentially Positive

Mitigation Required: None.

4.15 IS THE DEVELOPMENT LIKELY TO HAVE AN IMPACT ON LOCAL SERVICES, SUCH AS SHOPS/POST OFFICES/BANKS/PUBS?

Might it:

(a) 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

4.15.1 Although modest, due to the increase in the population brought about by the proposed development together with its likely linguistic make-up (i.e. 19.2% with the ability to read, write or speak Welsh), it is likely that the scheme will have a positive

effect on local services. In addition, as the proposed development is located within walking distance of a number of these local services, therefore based on convenience grounds, it is arguable that the new residents are likely to be encouraged to use such local services.

- 4.15.2 The above increase in demand will of course also secure the viability of local service for existing residents of the area, thus providing a further positive effect for the community as a result of the proposed development.

Impact: Positive

Mitigation Required: None.

4.16 WILL THE DEVELOPMENT POTENTIALLY LEAD TO SOCIAL TENSIONS, CONFLICT OR SERIOUS DIVISIONS WITHIN THE – WELSH SPEAKING – COMMUNITY?

Might it:

- (a) Have a significant uneven affect on different parts of the local community, potentially advantaging some groups and disadvantaging others; or***
(b) Violate traditional values of certain parts of the community?

- 4.16.1 Through its design, varied tenure and type of unit the proposed development has sought to ensure that it is sympathetic with both the physical and social environment of the existing urban form it will form part of.
- 4.16.2 As a result of the above, the development itself should not lead to increase social tension in the settlement. However, to ensure that existing residents are made aware of the proposal and its elements, the Applicant is happy to work with both the Community and Council to allay any fears raised.
- 4.16.3 In terms of any impact on specific groups within the community, we would reiterate that the proposal will ensure that a mix of housing type and tenure is delivered, catering for all groups of the local population.

Impact: Neutral, but potentially Positive

Mitigation Required: None.

4.17 WILL THE DEVELOPMENT POTENTIALLY LEAD TO CHANGES IN LOCAL – WELSH SPEAKING – TRADITIONS/CULTURE?

Might it:

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

4.17.1 There is no evidence to suggest that local Welsh speaking households will leave the area as a result of the proposed development and so result in a negative impact on local Welsh traditions and culture. In addition, due in part to the scale of the development, it is not considered that the proposed development would lead to or accelerate social change in relation to local Welsh speaking households.

Impact: Neutral.

Mitigation Required: None.

4.18 IS THE DEVELOPMENT LIKELY TO HAVE AN IMPACT ON LOCAL VOLUNTARY/ACTIVITY/YOUTH GROUPS?

Might it:

- (a) Drive an increase in unemployment/economic stress; or***
- (b) Drive an increase in house prices/housing stress?***

4.18.1 Due to its very nature, it is not expected that the proposed development will have any impact on local voluntary, activity to youth groups. Similarly there is no evidence on

any grounds to suggest that the proposal will result in local people active in local groups to move out of the community.

Impact: Neutral

Mitigation Required: None.

5.0 CONCLUSION OF LINGUISTIC EFFECTS

5.1 OVERALL IMPACT OF THE PROPOSED DEVELOPMENT

5.1.1 This assessment amounts to 5 positive effects and 13 neutral effects. Using the scoring system set out in PWL, this amounts to an overall score of +5, which would indicate that the proposed development would have a positive impact on the Welsh language in the Wards in question and its surrounding area

5.2 INTERPRETATION OF RESULTS

5.2.1 In assessing the impact of a new residential development on the Welsh language, there is a danger to focus solely on the increase in population and the proportion of that population that hold Welsh language skills i.e. the ability to read, write or speak Welsh. 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 retention of existing Welsh speaking households within communities with high percentages of people with Welsh language skills. The provision of new housing within the Ward in question will assist in addressing the current trend of out-migration in the area and so represents an example of this form of assistance to the Welsh language.

5.2.2 In summary therefore, whilst there are no negative impacts identified, there any be a need to consider some of the following mitigation measures:

- Promotion of Welsh education among children and adults in the area
- Strong local advertising/marketing
- All adverts to be bilingual
- Adverts in local press to include Welsh medium publications

5.3 CONCLUSION

5.3.1 In conclusion, the proposed development will have a positive impact on the Welsh language and its future in the area in question.

Appendices

APPENDIX 1
ORIGIN OF PURCHASERS, ELAN HOMES DEVELOPMENT AT PARC GWYN FAEN, PENYRHEOL,
GORSEINON

PLOT NUMBER	LOCATION OF PURCHASER'S PREVIOUS PROPERTY	POST CODE
Plot 7	Gorseinon	SA4
Plot 8	Uplands, Swansea	SA2 0RQ
Plot 11	Gorseinon	SA4 4IL
Plot 10	Clos Brynafon	SA4 4BZ
Plot 12	Townhill, Swansea	SA1 6RG
Plot 5	Loughor	SA4 6PA
Plot 6	Gorseinon	SA4
Plot 27	Gorseinon	SA4 4JL
Plot 14	Gowerton	SA4 3DZ
Plot 28	Fforest	SA4 0TG
Plot 16	Morrison	SA6 7NT
Plot 15	Swansea	SA6 7EW
Plot 13	Gorseinon	SA4 4US
Plot 1 & 2	Gowerton	SA4 3EZ
Plot 9	Godregraig	SA9 2BH
Plot 18	Pencader	SA39 4AA
Plot 24	Pontardulais	SA4 8AB
Plot 17	Grovesend	SA4 4GS
Plot 29	Lougher	SA4 6AB
Plot 23	Gorseinon	SA4 4ZZ
Plot 30	Loughor	SA4 6UJ

Source: Elan Homes