



JMS PLANNING & DEVELOPMENT

WELSH LANGUAGE IMPACT ASSESSMENT

FOR LIDL GREAT BRITAIN Ltd

AT

LAND AT FORMER PENYBONT FARM

CARMARTHEN ROAD

CWMANN

LAMPETER

SA48 8DT



Client: Lidl Great Britain Ltd
Project: Erection of Supermarket
Date: October 2024

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SECTION 1: INTRODUCTION

- 1.1 JMS Planning has been instructed by Carney Sweeney, (the agent for the applicant), to write a Welsh Language Impact Assessment (WLIA) demonstrating whether there is any impact from the proposed development on local communities, the Welsh Language (WL) and whether there are any specific measure which can be implemented to mitigate, protect or enhance positive effects.
- 1.2 The results of the 2021 Census are used where available and where not the results of the 2011 Census are used.



SECTION 2: PROPOSAL

- 2.1 The discounted supermarket store is proposed to be located adjacent to the settlement of Cwmann and just to the south of Lampeter, at the junction of the A485 and the A482. The site comprises an area of level tarmac surface, in the form of hardstanding, and agricultural fields associated with the former use of the site, Penybont Farm.
- 2.2 Access to the site is proposed to be gained from the A482. There is an extant planning permission on site which was granted in 2002 for the construction of a Service Station, wash bay and petrol filling station located centrally within the site.
- 2.3 The River Teifi is located approximately 40m to the east of the site and runs under the A482 which leads into Lampeter Town. The site is located within Zone C2 flood plain as identified by the Natural Resources Wales's (NRW) Development Advice Maps (DAM) maps. Within the NRW Flood Map for Planning maps, the site is identified as partially located within Flood Zone 2 and partially within Flood Zone 3 (Note, retail is a 'less vulnerable' use permissible in Flood Zones 2 & 3 in appropriate circumstances).
- 2.4 Cwmann is a settlement located within 300m of Lampeter town, and 650m to the south of Lampeter Town Centre boundary. Cwmann is served by two community halls, cricket and football pitches, 3G pitch, Lampeter Rugby training ground and changing rooms, equipped play areas, places of worship, and an area Primary School, which are all located within walking distance of the site.
- 2.5 The subject site is accessible by public transport; the nearest bus stops to the site are located just 50m to the north of the site along the A482 Lampeter Road which provides bus services to Aberystwyth and Llanybydder (585, BB6 and BB7) and 70m to the south along at Carmarthen Road (A485) which provides the main Carmarthen to Lampeter bus services (T1 and T1A).
- 2.6 Lampeter is a historic market and university town within the administrative boundary of Ceredigion County Council. Lampeter is categorised as an Urban Service Centre within the Ceredigion Local Development Plan (adopted April 2013). The Ceredigion LDP describes Lampeter as an important town for retailing, administration, judicial, education and business services. The town



serves a large part of Ceredigion but also parts of Carmarthenshire. This wider role is recognised by the Wales Spatial Plan which has identified Lampeter as a Key Settlement within the Teifi Valley Hub.

2.7 The proposed supermarket is expected to create between 40 full time jobs offering flexible working contracts.

2.8 The application proposal comprises of the following works:

- A total floorspace of 1,962sqm (GIA) (c.1,334 sqm net sales)
- 120 car parking spaces including 9 parent and child, 6 disabled and 2 Electric Vehicle Charging Bays
- Cycle spaces will also be provided; and
- Associated drainage and landscaping



SECTION 3: PLANNING POLICY

Well-being and Future Generations (Wales) Act 2015

- 3.1 The Well-being of Future Generations (Wales) Act 2015 seeks to improve the social, economic, environmental and cultural well-being of Wales. It contains seven well-being goals which certain public bodies (including local authorities and National Park authorities) must seek to achieve in order to improve well-being both now and in the future. One of the well-being goals is: A Wales of vibrant culture and thriving Welsh language.
- 3.2 This well-being goal will be achieved through “*a society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.*”

Technical Advice Note 20: Planning and the Welsh Language

- 3.3 The Welsh Government’s aims and ambitions for the Welsh language are set out in the Welsh Language Strategy – Cymraeg 2050. The strategy recognises the need to provide Welsh speakers with easily accessible opportunities to use their skills in social and work settings. The strategy also identifies the imperative need to create favourable circumstances to encourage the number of Welsh speakers. This involves securing goodwill towards the language and providing language infrastructure such as technology and legislation but is also concerned with securing an economic and social future for Welsh speaking communities.
- 3.4 The future of the language across Wales will depend on a wide range of factors beyond the town and country planning system, particularly education, demographic change, community activities and a sound economic base to maintain thriving sustainable communities. The planning system can contribute to the future well-being of the Welsh language, by establishing the conditions to allow sustainable communities to thrive. For example, creating conditions for well-paid employment opportunities and a range of quality housing options are integral to planning for sustainable communities.

Local Planning Policy: Carmarthenshire Local Development Plan (Adopted December 2014)

- 3.5 Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that: “*If regard is to be had to the development plan for the purpose of any determination to be made under the planning Acts the determination must be in accordance with the plan unless material consideration indicate otherwise.*”



- 3.6 The Council will support and promote the Welsh language by ensuring that there are sufficient and proportionate employment and housing opportunities to retain Welsh-speakers throughout Carmarthenshire. The Welsh language plays an important role in the social, cultural and economic life of Carmarthenshire's residents and visitors. The policy requirements as set out in policy SP18 - The Welsh Language apply across the whole County and are not restricted to specific areas unless stated otherwise within the policy.
- 3.7 Policy SP18 relates specifically to The Welsh Language and states that "the interests of the Welsh language will be safeguarded and promoted."
- 3.8 Carmarthenshire's Deposit Plan for LDP 2 has a Strategic Policy SP8 which relates to the Welsh Language and Culture and this reads as follows:
"The Plan supports development proposals which safeguard, promote and enhance the interests of the Welsh language and culture in the County. Development proposals which have a detrimental impact on the vitality and viability of the Welsh language and culture will not be permitted unless the impact can be mitigated. All development proposals subject to WLI, will be expected to identify measures which enhance the interests of the Welsh language and culture."
- 3.9 The supporting text to the proposed Policy states that "The need to safeguard, promote and enhance the Welsh Language applies to developments proposed across the County and is not restricted to specific areas within the County. Development proposals will be required to acknowledge the official status of the Welsh Language and commit to treating the Welsh language no less favourable than the English language.
- 3.10 Under Policy WLI: Welsh Language and New Developments which is proposed under the Deposit Plan (which carried no weight at present, and is currently under examination by the Inspectors) states that Retail developments with a floorspace of 1,000 sqm or more or a site area measuring more than 1 hectare will be required to submit a Language Action Plan, setting out the measures to be taken to safeguard, promote and enhance the Welsh Language.
- 3.11 In addition, Policy WLI states that proposals on unanticipated windfall sites for large scale employment development that would lead to a significant workforce flow are required to submit a Welsh Language Impact Assessment which will set out how the proposed development will protect, promote and enhance the Welsh language.



Technical Advice Note 20

- 3.6 Planning and the Welsh Language (Revised October 2017), emphasises the need to address how the land use planning system can be used to consider and, if necessary, mitigate any effects of development on the Welsh language and the sustainability of Welsh language communities. The Welsh language is part of the social and cultural fabric of Wales. It is spoken by 19% of the population, and many others have some knowledge of the language or are in the process of learning it. There are substantial variations between the proportions of Welsh speakers in different communities, ranging from less than 8% in Blaenau Gwent to more than 85% in some parts of Gwynedd.



SECTION 4: METHODOLOGY

Wales – Country Level

- 4.1 According to the 2021 Census, on Census Day, 21 March 2021, an estimated 538,300 usual residents in Wales aged three years or older reported being able to speak Welsh, or 17.8% of the population. This is a decrease of around 23,700 people since Census 2011, and 1.2 percentage points lower than Census 2011. The percentage of people aged three years or older able to speak Welsh in 2021 was the lowest ever recorded in a census. The number of people aged three years or older able to speak Welsh in 2021 was the third lowest recorded in a census, higher than in both 1981 and 1991 only.
- 4.2 The decrease in both the number and percentage of people aged three years or older able to speak Welsh is mainly driven by a fall among children and young people who reported as being able to speak Welsh.
- 4.3 Children aged 5 to 15 years old saw a 6.0 percentage point decrease in the proportion reported as being able to speak Welsh between 2011 and 2021. A similar decrease was seen for 3 to 4 year olds.
- 4.4 There were small increases in the percentage of people able to speak Welsh in the younger adult age groups (people aged 16 to 19 years old, and people aged 20 to 44 years old respectively), with decreases for the older age groups.
- 4.5 All local authorities saw a decrease in the percentage of children aged 3 to 15 reported as being able to speak Welsh between 2011 and 2021. The decreases tended to be larger in areas with lower concentrations of Welsh speakers, such as in Blaenau Gwent, Newport and Torfaen.
- 4.6 The percentage of people aged three years or older able to speak, read and write Welsh decreased slightly from 14.6% to 14.2%. This equates to around 1,400 fewer people. This is a considerably smaller decrease than was seen for the percentage and number of people aged three years or older able to speak Welsh.
- 4.7 There was very little change in the percentage of people aged three years or older who were able to understand spoken Welsh only, falling slightly from 5.3% in 2011 to 5.2% in 2021.
- 4.8 Almost three quarters (74.8%) of the population aged three years or older had no Welsh language ability in 2021. This is an increase from 73.3% in 2011.
- 4.9 We know from Census 2021 data that the population of Wales is estimated to have increased by 1.4% since 2011, and this is due to more people moving



into Wales than leaving Wales. There were more people who were born outside Wales living here in 2021 than in 2011. We know from previous censuses that people born outside Wales are much less likely to report being able to speak Welsh than people born in Wales.

- 4.10 We also know that the proportion of children and young people aged under 15 years in Wales has decreased since 2011. Reported Welsh-speaking ability is typically highest in this age group compared with all other age groups.
- 4.11 The question about Welsh language ability was not asked in England, however there was a question on main language. In 2021, 7,000 people in England (less than 0.1%) said Welsh was their main language. This is a decrease from 8,200 reported in 2011. Please note that it is likely that this doesn't capture everyone in England who is able to speak Welsh, only those who considered Welsh to be their main language.
- 4.12 The percentage of people aged three years or older able to speak Welsh decreased by 2.1 percentage points in Pembrokeshire. In addition, Denbighshire, Ceredigion, Pembrokeshire and Powys all saw a decrease of two or more percentage points in the percentage of people aged three years or older able to speak Welsh.

Carmarthenshire – County Level

- 4.13 Carmarthenshire had a population of around 183,777 in 2011 which has increased to 187,900 by 2021 a change of +2.2% with the number of Welsh speakers having declined to 39.9% in 2021 from 43.9% of the population in 2011. This represents a 4% decrease, the largest drop among all Welsh local authorities. In raw numbers, the county had 72,838 Welsh speakers in 2021, a reduction of 5,210 since the previous census.
- 4.14 Carmarthenshire has historically been a stronghold of the Welsh language, with a significantly higher proportion of Welsh speakers compared to the national average across Wales.
- 4.15 Additionally, 46.7% of the population in Carmarthenshire reported having no skills in Welsh in 2021, a significant rise from 41.9% in 2011. This shift is seen across various age groups, with the most pronounced decrease occurring among older age categories. The proportion of residents aged 3 and over who can both speak, read, and write Welsh also decreased slightly to 30.9%
- 4.16 These figures reflect broader demographic and linguistic changes in Carmarthenshire, with migration and shifts in younger populations contributing to the decline in Welsh language skills



Cwmann - Local Level

- 4.17 Census data also allows us to look at how Welsh-speaking ability varies within local authorities, down to small areas.
- 4.18 The Welsh language is an important asset in the Cwmann area, and it is essential that any significant development such as a new large shop is considered in this context. A positive or negative impact on the Welsh language can be influenced by the planning decisions made now, and therefore priority should be given to policies that protect and promote the language locally.
- 4.19 The Welsh language remains an integral part of life in Cwmann, reflecting the broader trends seen in Carmarthenshire. Despite challenges, the community continues to support and foster Welsh language use, especially among younger generations through education and community initiatives.
- 4.20 Cwmann sits within the Llanybydder Electoral ward within the community of Pencarreg. The population of the village is about 972 residents as of 2021.
- 4.21 Ysgol Carreg Hirfaen in Cwmann is an area school with over 120 pupils which are taught through the medium of Welsh. Secondary school pupils look towards Ysgol Bro Pedr for their secondary education which is a bilingual school in Ceredigion.
- 4.22 From the 2021 census data for Welsh Speaking people within the Llanybydder Ward 1311 people stated that they could not speak Welsh, 1401 stated that they can speak Welsh and 76 replied that it did not apply to them.



SECTION 5: ASSESSMENT

- 5.1 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 formally 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 Welsh Language Impact Assessments should be undertaken.
- 5.2 In assessing the potential impact of the proposal on the Welsh Language, this WLA careful consideration has been given to LDP Policy SP18 which acknowledges that the Welsh Language is an important part of the social fabric throughout Carmarthenshire.
- 5.3 The Welsh Government's aims and ambitions for the Welsh language are set out in the Welsh Language Strategy – Cymraeg 2050. The strategy recognises the need to provide Welsh speakers with easily accessible opportunities to use their skills in social and work settings. The strategy also identifies the imperative need to create favourable circumstances to encourage the number of Welsh speakers. This involves securing goodwill towards the language and providing language infrastructure such as technology and legislation but is also concerned with securing an economic and social future for Welsh speaking communities.
- 5.4 The Welsh Language Commissioner has a responsibility for promoting and facilitating use of the Welsh language. The Commissioner is a consultee on LDPs, with the specific role of considering from an early stage the impact of LDP proposals and policies on the Welsh language. LPAs may seek the support of the Commissioner in the gathering and assessment of evidence at pre-deposit stage and for the purposes of annual monitoring. The Commissioner may also provide assistance and support to LPAs in the process of defining areas of language sensitivity or significance.
- 5.5 With regard to development management, the TAN maintains that, in determining individual planning applications and appeals where the needs and interests of the Welsh language may be a material consideration, decisions must, as with all other planning applications, be based on planning grounds only and be reasonable.
- 5.6 Lidl have their own Welsh Language policy and they are the first supermarket to achieve the prestigious Cynnig Cymraeg Certification from the Welsh Language Commissioner. Lidl are committed to Welsh culture and heritage and have been working hard to support the roll-out and inclusion of the Welsh language in their 55 stores in Wales. The Cynnig Cymraeg scheme was developed by the Welsh Language Commissioner to officially recognise businesses with a clear plan for providing and protecting Welsh language services. It supports the Commissioner's long-term plant o



ensure people can use the Welsh language in all aspects of their lives, in all parts of Wales.

5.7 As part of Lidl's commitment to the Welsh language they have rolled out Welsh language services across all aspects of their business in Wales, which includes:

- Dual language signage
- In store announcements
- Colleague name badges
- Customer service helplines and written communication
- Packaging on all local Welsh produce
- Self-service checkouts
- Relevant social media updates

5.8 In addition Lidl have launched a new range of Welsh beef products, as part of their commitment to supporting local farmers. They work directly with 130 farms and farming families across Wales, with the range being fully traceable from field to store, enabling Welsh shoppers to enjoy beef that is locally reared and of the highest quality. Their Welsh produce range includes 70 products spanning delicious dairy, home grown meats and sweet treats.



SECTION 6: LANGUAGE IMPACT ASSESSMENT

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 speakers?

- 6.1 The development of a new supermarket will not automatically lead to an increase in population within the village of Cwmann or the wider Llanybydder and Lampeter Wards. What it might do is influence people's decision as to whether they decide to move to the area because of the location of a nearby discounted store which could be within a walkable distance. However if this is the case then they would be moving to the existing housing stock available. Therefore there will be no increase or decrease in the population and no absolute or proportional decline in the number of Welsh Speakers as a direct result .
- 6.2 It is anticipated that the majority of the footfall will come from the surrounding catchment area as there is no other discounted supermarket within a significant radius of this site. The supermarket will be within walking distance to a high number of local residents and near to public transport routes.
- 6.3 Employment within the store will be advertised locally and available for anyone to apply for – it would be advantages, although not essential if the new workforce can speak and communicate in the Welsh language.
- 6.4 In summary, the percentage of those with an ability to read, write and speak Welsh will not be affected by the proposed development.
- Impact: Neutral Effect – No Change
 - Mitigation: Mitigation measures are not required to address any negative impact.

Is the development likely to lead to increase 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?

- 6.5 As outlined above, by its very nature, the development will not lead to any increase in living accommodation, the supermarket will provide a retail space to provide for existing residents within the retail catchment area. It has been identified through studies that there is a need for a discounted supermarket in this area. The proposal will not see an increase in the population and as such it is not anticipated to have a detrimental impact on the Welsh language and culture of Cwmann or Lampeter.



6.6 In addition to the above, it is likely that in order to become part of the local community and be able to read the bilingual signs within the store, that some new non-Welsh speaking residents may wish to learn the language and there is a major push by Welsh Government to meet the target of a million Welsh speakers by 2050.

- Impact: Neutral effect – Low change
- Mitigation: Mitigation measures are not required to address any negative impact.

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?

6.7 Through the provision of a new supermarket on a brownfield site, it is highly unlikely that the proposal will lead to an increase in out-migration amongst either Welsh speaking or non-Welsh speaking households.

6.8 New retail and employment opportunities are needed in areas to sustain the community. If anything the provision of a discounted supermarket will draw people into the area and be a more attractive and convenient environment to live in.

- Impact: Positive Effect – Low change

Is the development likely to lead to a changing age structure of the community?

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

(a) Changes in traditional activity patterns, resulting in an increasing desire to move away; or

(b) Social tensions/break up of traditional social networks?

6.9 The proposed development will provide employment for those from 16 years and provide flexible working hours, therefore with circa 45 jobs on offer it will lead to people staying in the area and will enable parents to work around family life and live close to their place of work reducing any need to travel to other discounted supermarkets for work. The proposal is therefore open to all age groups and Welsh speakers who would move into the area. The development would strengthen the community bringing people of different ages and economic status, with differing lifestyles and levels of independence. Therefore, it will not change the structure of the community, only provide the employment opportunity and retail provision needed to keep local people within the ward.



6.10 The redevelopment of the site is unlikely to cause Welsh-speaking people to migrate out from the area.

- Impact: No change

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 more expensive, therefore increasing the risk of financial problems/stress of the local Welsh speaking population?

6.11 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. It may have a positive effect with people able to walk and use the public transport network within Cwmann (where there are no supermarkets at present or any type of food retail) .Therefore, in terms of this aspect, the proposal will not reduce the desirability to live in the community. It will make life more affordable due to the offer of discounted priced foods which is currently not the case within the retail catchment area.

- Impact: Positive change.
- Mitigation Required: None.

Is the development likely to have an impact on the amenity of the local area?

Might it:

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

6.12 Due to its location adjacent to the settlement boundary and located on brownfield land which is already used by a Burger Van along with the extant planning permission for employment units there will be very little impact on the environmental quality. It will have a slight impact on the terraced properties opposite as it will restrict their view, however this is not a planning material consideration.

6.13 The overall design and landscaping of the proposal will ensure that there is a net benefit in terms of green infrastructure and that the amenity of the local area is not compromised significantly. Providing a retail offer such as Lidl will hopefully result in a more desirable location for people to live within.

- Impact: Neutral - No change
- Mitigation Required: Ensure high quality and carefully thought out landscaping and high quality design.



Is the development likely to lead to the threat of increased crime or violence in the community? Might it:

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

- 6.14 As a result of its nature – retail with opening hours until 10pm, 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.
- 6.15 The current site is brownfield land and its redevelopment will create a modern and safe retail development which will improve the vitality of Cwmann and Lampeter Town Centre by providing an edge of settlement development, which does not impact on any existing green space or heritage assets.
- Impact: No change
 - Mitigation Required: None.

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?

- 6.16 The proposal lies within a sustainable location within close proximity of a wide range of facilities in Lampeter, which serves as a local centre for a wider rural catchment. The facilities and services include 3-19 Ysgol Bro Pedr school, surgery, allotments, garage, rugby club, shops, Welsh lessons, Café, bank, accountants etc. The area is also services by regular bus services.
- 6.17 It has been established that there will be an increase in people attending the area due to the provision of a Lidl, therefore the application will not result in a decline in overall local population and businesses which are mainly family businesses in the area should see an increased footfall due to people travelling to this discounted supermarket rather than travelling to Carmarthen, Aberystwyth or Cardigan. It is therefore unlikely that local business will close due to the provision of this proposal. It will not introduce an element of competition that would harm local Welsh speaking business. In fact, the likely number of new Welsh speaking employees will benefit any local Welsh speaking business.
- Impact: Positive – Low change



- Mitigation Required: None.

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)?**

6.18 Due to its nature, the proposal will provide an additional 45 jobs to the area with no requirement for specific skills as each employee will be trained up on the job. It is unlikely that the proposal will have any detrimental impact on employment in the area, term. During the construction phase there will be a possibility that employment will be provided to local people and in the longer terms following the completion of the site (e.g. electrician, plumber, Gardner).

- Impact: No change
- Mitigation Required: None.

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 increase in-migration of non-Welsh speakers?**

6.19 As indicated above, the proposed development will deliver substantial local employment opportunities following the opening of the store and afterwards and everything can be done bilingually. The employees themselves will likely come from a range of backgrounds and as such provide a greater economic diversity within the village which is positive as it provides more local skills. There will be circa 45 job creations from the development of different pay scales.

- Impact: Positive
- Mitigation Required: None

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?**

6.20 The proposal will provide a scope for additional employment and income for people who are already living in the area and could potentially increase their wage/salary or provide them with employment if they are not currently working.



- Impact: Positive Change
- Mitigation Required: None.

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?

6.21 Due to a potential increase demand in housing as people may want to relocate here to work / live as it will now have a discounted supermarket it is likely that if no more houses are built to meet the growing demand that house prices could increase. But existing Welsh speaking families are unlikely to leave the community or there being an increase in homelessness due to this change. Barcud are currently building 22 social houses at the top of Cwmann which will provide affordable dwellings to local people who are on the housing register.

- Impact: Positive – Low change.
- Mitigation – Ensure that the LPA are aware of the scheme and what potential it may have on demand for housing in the area

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?

6.22 Ysgol Bro Pedr is a bilingual 3-19 school located within the town of Lampeter and within walking distance of this site. We don't believe that the introduction of a discounted supermarket would threaten or secure the local schools as it won't result in an increase or decrease in student numbers directly and as such will not alter the balance between Welsh-speaking and non-Welsh speaking students.

6.23 By incorporating the Welsh language throughout the development and its day to day running the impact can only be positive. The local education authority has a policy which ensures that all students have a choice to become bilingual.

- Impact: Positive change.



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

6.24 Due to the nature of the development, there is no evidence to suggest that the proposal would have an impact on health care provision. The existing foodstores within the town are national chains and therefore this development will not threaten Welsh medium facilities or services that already exist. However with an increase in footfall it may well help secure local welsh medium facilities and services.

- Impact: No change.
- Mitigation Required: Ensure bilingual signs and encourage staff to start their conversations in Welsh with the customers.

Is the development likely to have an impact on local services, such as shops/post offices/banks/ pubs?

Might it threaten/secure local shops/post offices/banks/pubs in Welsh speaking communities, therefore forcing certain sections of the population out of the area/community e.g. the elderly or disabled of the young?

6.25 Due to the increase in the people who will visit the supermarket from a wider area the proposal is more than likely to result in a positive effect on local services. In addition, as the proposed development is located within walking distance of a number of these local services, based on convenience grounds, it is arguable that customers are likely to be encouraged to use such local services, visit the town centre, pop into a shop or go for lunch.

6.26 The above increase will of course also secure the viability of local services for existing residents in Cwmann and Lampeter, thus providing a further positive effect for the community as a result of the proposed development.

- Impact: Positive – Moderate change

Will the development potentially lead to social tensions, conflict or serious divisions within the – Welsh speaking – community?

Might it:

(a) Have a significant uneven effect 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?

6.27 Through careful design, communication and consultation, the proposed development will seek to ensure that it is inclusive and provides a service and retail offer which is currently lacking in a 30 mile radius from the proposed application site. As previously mentioned this is an underused, brownfield site which is not currently in use by the wider community.



Therefore there is no loss of a playing field or open space as part of this application. It therefore does not disadvantage any groups or violate traditional values within the community.

6.28 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 developers are happy to work with both the Community and Council to allay any fears raised.

- Impact: Positive change.
- Mitigation Required: None.

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 stress; 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?

6.29 There is no evidence to suggest that local Welsh-speaking households will leave the settlement as a result of the proposed development and will not result in a negative impact on local Welsh traditions and culture.

6.30 Lidl GB, want to give back to the local communities. They are partnered up with Neighbourly; an award-winning giving platform that matches businesses with local good causes.

6.31 Neighbourly was launched in 2014 with the aim of connecting business and resources to the communities that need it most. Since its inception, the platform has assisted with the donation of over 200 million meals worth of surplus food, 204,000 hours of employee financial volunteer time and over £30 million in financial support.

6.32 In view of the scale of the development, it would not lead to significant changes to the linguistic social context of the settlement nor accelerate or introduce social change.

- Impact: No change;
- Mitigation Required: Promotion of the Welsh language wherever possible.



Is the development likely to have an impact on local voluntary/activity/youth groups?

Might it force local people active in local groups to move out of the community due to:

(a) Drive an increase in unemployment/economic stress; or

(b) Drive an increase in house prices/housing stress?

6.33 Due to its very nature, it is not expected that the proposed development will have any impact on local voluntary, activity to youth groups. With the community funding pot available by Lidl GB there is scope to have a positive impact on groups in the future. Similarly, there is no evidence on any grounds to suggest that the proposal will result in local people active in local groups needing to move out of the community, if anything it will help them stay. It is hoped that the development will have a positive impact in supporting the membership of local community groups and clubs.

- Impact: Positive Change
- Mitigation Required: None.



SECTION 7: CONCLUSION

- 7.1 This assessment amounts to 9 positive effects, 0 negative effects and 11 neutral effects, with no change anticipated. Using the scoring system set out in PWL, this amounts to an overall score of +9, which would indicate that the proposed development would have a positive impact on the Welsh language in the settlement of Cwmann and its surrounding area.
- 7.2 The local economy, facilities and services will benefit from the income and support that a discounted, well-known supermarket will bring to the village. The development will assist in sustaining the services within Lampeter and promote the use of the Welsh Language within these settings.
- 7.3 In assessing the impact of a new supermarket on the Welsh language, there is a danger to focus solely on the proportion of the population that hold Welsh Language skills i.e. the ability to read, write and speak Welsh. However, immigration of non-Welsh speaking customers 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 by providing good quality jobs and much needed employment in a rural area.
- 7.4 It is therefore concluded through this assessment that the impact of the development on the community and Welsh Language will be minimal and on the whole a positive one. Lidl should be mindful of the situation with the Welsh Language and encourage and promote its use within the store via bilingual signage, stocking of Welsh produce and communication through the medium of Welsh.