LAND NORTH OF ST GEORGE ROAD, WEST OF BRYN DERW, ABERGELE

Welsh Language Mitigation Statement

November 2026



Castle Green

1. Introduction

1.1. This Welsh Language Mitigation Statement has been prepared in support of a full planning application for 123 affordable dwellings on Land North of St George Road, West of Bryn Derw, Abergele [the Site].

1.2. The site forms part of the Abergele South East strategic allocation, in the adopted Conwy Local Development Plan 2007-2022 (adopted October 2013). The Abergele South East allocation includes for a mixture of residential and employment uses.

1.3. The purpose of this Statement is to demonstrate how the proposed development will support the long-term wellbeing of the Welsh language and to identify appropriate and proportionate measures which will mitigate potential effects on the Welsh language associated with the development.

1.4. The Site forms part of the wider Abergele South East strategic mixed-use allocation identified within the adopted Conwy Local Development Plan. LDP28: Abergele South East Development Brief confirms that Abergele South East comprises sites 79/80, 81/82, E3 and E28, which are allocated for a combination of housing, employment, open space and retail uses.

1.5. The principle of residential development at Abergele South East has therefore already been established through the statutory development plan process. Importantly, the linguistic implications of allocating development at Abergele were considered through preparation of the Local Development Plan, and the Council's adopted Welsh-language policy requires a Mitigation Statement, rather than a separate Community and Linguistic Impact Assessment, for the Abergele housing allocations.

2. Development Plan Context

Conwy Local Development Plan

2.1. Policy CTH/5: The Welsh Language of the adopted Conwy Local Development Plan seeks to ensure that development supports and sustains the long-term wellbeing of the Welsh language and resists development which would significantly harm the character and linguistic balance of a community.

2.2. The supporting LDP6: The Welsh Language SPG specifically identifies the Abergele and Llanrwst housing allocations as sites for which a Welsh Language Mitigation Statement is requested. Neither a Community Linguistic Statement nor a Community and Linguistic Impact Assessment is requested for these allocated sites.

2.3. Policy CTH/5 specifically states that allocated housing sites in Abergele and Llanrwst require Mitigation Statements in line with the results of the Welsh Language Impact Assessment undertaken as part of preparation of the LDP. Consequently, this Statement responds directly to that policy requirement.

Abergele South East Development Brief

2.4. The Site is also subject to LDP28: Abergele South East Development Brief, adopted in September 2016. The Development Brief establishes a site-specific vision for a development that creates an attractive and functional place to live, work and play, enhances Abergele, creates a strong "sense of place" and sets an appropriate design standard for development within the town.

2.5. The Development Brief identifies approximately 29.3 hectares within the wider strategic allocation and envisages significant residential development distributed across sites 81/82, E3 and 79/80.

2.6. The proposed development of 123 affordable homes therefore forms part of the planned growth of Abergele rather than constituting an unplanned or windfall expansion of the settlement.

3. The Welsh Language and the Proposed Development

3.1. The importance of the Welsh language to the cultural identity and social fabric of Conwy is fully acknowledged and it is recognised that new development should, wherever reasonably practicable, contribute positively towards opportunities for the language to be used, experienced and promoted.

3.2. The potential effects of residential development upon the Welsh language are acknowledged. As recognised within LDP6: The Welsh Language, development can have positive effects where it enables Welsh speakers to remain within their communities and supports the viability of local facilities. Conversely, effects may arise where development causes significant changes to the linguistic balance of an established community.

3.3. In the case of the proposed development, significant weight should be attached to its delivery of 123 affordable dwellings. The provision will substantially enhance opportunities for households requiring affordable accommodation to access suitable housing within Abergele.

3.4. The affordable nature of the development therefore provides the potential to support an inclusive and sustainable community and to provide opportunities for households with an existing connection to the area to remain within or establish themselves in Abergele.

4. Welsh Language Mitigation Measures

Welsh Place and Street Names

4.1. The development will seek to reinforce the identity and distinctiveness of Abergele through the naming of the development and new streets. Where practicable, Welsh names and/or names derived from the locality, its history, landscape or existing place names will be used. This accords directly with Policy CTH/5, which encourages the retention of traditional Welsh names for new developments and streets throughout

the Plan Area. Where a formal street-naming process is required, the applicant will engage with Conwy County Borough Council regarding appropriate naming.

Bilingual Signage

4.2. Appropriate signage introduced as part of the development will be provided bilingually in Welsh and English. This will assist increasing the visibility of Welsh within the development from its commencement and reflects the encouragement of bilingual signage within Policy CTH/5. Consideration will be given to bilingual temporary signage employed during construction and marketing where possible.

Affordable Housing to the Local Community

4.3. The development will deliver a significant addition to Abergele's affordable housing stock. The provision of affordable housing has the potential to support the sustainability of the existing community by providing additional opportunities for households requiring affordable accommodation to live within Abergele. The development will therefore contribute towards the wider objective of creating a sustainable and inclusive community as part of the planned growth of the settlement.

5. Conclusion

5.1. A proportionate package of measures are identified to support the visibility, use and promotion of the Welsh language within the development, including:

- Welsh and locally appropriate development and street naming;
- bilingual signage;
- appropriate bilingual information relating to the affordable homes;



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