

WELSH GOVERNMENT INTEGRATED IMPACT ASSESSMENT

Title of proposal:	Welsh Language Communities Housing Plan
Official(s) completing the Integrated Impact Assessment (name(s) and name of team):	Iddon Edwards – Head of Economy, Housing and Welsh Language Sara Jones – Senior Manager for the Welsh Language Communities Housing Plan
Department:	Education, Social Justice and Welsh Language
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Cabinet Secretary/Minister responsible:	Jeremy Miles MS Minister for Education and the Welsh Language
Start Date:	August 2022

SECTION 1. WHAT ACTION IS THE WELSH GOVERNMENT CONSIDERING AND WHY?

There has been significant coverage, across Wales, the UK, and beyond of the difficulties people, may encounter in accessing affordable, quality housing, (whether to buy or rent). Often, those difficulties are connected to issues in relation to second homes. This also raises questions about the sustainability of our community services and of empty homes that add nothing at all to the vibrancy of our communities. Second homes are a contributory and intertwined factor implicit in the affordability challenge, but they cannot be characterised effectively as the whole of the ‘problem’.

We are proposing a package of interventions to support Welsh-speaking communities with high densities of second homes by bringing together economic, housing, community development and language planning interventions to ensure the long-term sustainability of these communities – where the Welsh language can continue to thrive. A central theme of the plan is to support communities to ascertain their own ideas and develop according to their needs – working alongside relevant stakeholders - that already play an important role in economic, housing and community development as well as our key partners that support the use of the language in our communities.

Following the consultation of the draft plan, earlier this year, we have developed the interventions that form part of the plan.

The Welsh Language Communities Housing Plan will include the following interventions:

- **Social enterprises and community led co-operative housing:** Social enterprises and co-operatives have an important and vital role in supporting the economic and social infrastructure of our communities. There are examples of communities coming together to safeguard local services and develop new community-led co-operatives. As a Welsh language perspective this also contributes to our vision of creating and securing spaces where people can work and use Cymraeg.
We have provided funding to Cwmpas (formerly the Wales Cooperative Centre) so that they can establish a bespoke advice and support service to help communities to identify opportunities to establish community led social co-operatives.
- **Co-operative and community led housing:** Co-operative and community-led housing is not a new model. Nevertheless, the movement in Wales remains on a relatively small scale at present. Co-operative and community-led housing can help communities, Registered Social Landlords and local authorities to develop bespoke solutions that meet their needs. It can create affordable, cohesive and resilient communities through the development of homes that are led and owned by the local community.
- **Estate agents and Stakeholder steering group:** The experience, knowledge and understanding of the local housing market gained over the years by our estate agents and relevant stakeholders is key for us to understand the property market and the challenges facing Welsh-speaking communities.

By working closely with local stakeholders, we can identify new opportunities to work in partnership and initiate new projects to support our communities. The steering group will include representatives including estate agents, solicitors, local authorities, financial advisers and mortgage providers.

- **Informative Campaign - 'A Fair Chance':** We will work to raise awareness among communities, property sellers and prospective property sellers of the choices and steps they can make which could have the potential to benefit local people and their communities. To do so, we will create specific guidance on actions and procedures property sellers can take and put in place to support the housing needs of their local areas. This could potentially give local people a fair chance in the local housing market.
- **Commission for Welsh-Speaking Communities:** We have established the Commission for Welsh-speaking Communities. The Commission aims to gain a better understanding of the nature of the linguistic, socio-economic and social restructuring challenges post COVID-19 and the decision of United Kingdom to leave the European Union. The Commission will be looking into a wide range of policy areas that will provide a better understanding of the current situation of Cymraeg within communities. The Commission will make recommendations to Welsh Government.
- **Economy, Housing and Welsh Language:** We'll extend the remit of the Economy and Welsh Language Round Table to include housing and will oversee the development of the Welsh Language Communities Housing Plan. The Round Table will continue to look at the issues facing our rural economy as well as consider the right conditions required to support the language. The Welsh Language Communities Housing Plan will work closely with the Arfor 2 programme - which will be a valuable source of different economic interventions that may make a positive contribution for safeguarding our Welsh-speaking communities.
- **Cultural Ambassadors:** We will establish a network of Cultural Ambassadors to promote our culture, heritage and the Welsh language. These will be voluntary roles. We aim to work and learn from the experiences from the Ambassador Wales Scheme, Ecomuseums and Menter Iaith Môn's Welsh Language Champions scheme. We will develop a series of modules that will include relevant information to support the Cultural Ambassadors in order to confidently and actively raise awareness and promote our culture, heritage and the Welsh language.
- **Welsh place names:** As we've committed to protect Welsh place names, statutory guidance requires local authorities to take account of the List of Historic Place Names when dealing with formal requests to rename properties with historic names. As there are currently large gaps in the knowledge we have across Wales, and to collate evidence about the *number* of names that are changing and *how* and *where* they're changing, we will commission research to establish the exact scale of the problem.

Long term

Well-being of Future Generations (Wales) Act 2015 requires public bodies across Wales named in the act to work towards seven well-being goals, one of which is 'A Wales of Vibrant Culture and Thriving Welsh Language'. The Welsh Government has a duty to promote and facilitate the use of Welsh and work towards the well-being goals.

This Welsh Language Communities Housing Plan is one of the Welsh Government's key priorities as set out in our **Programme for Government 2021-2026**. Our Programme for Government includes a number of commitments in regards to homes, communities and the Welsh Language. Not only the pledge to build 20,000 low-carbon homes for social rent across Wales, there is also a commitment to the development of a Welsh Language Communities Housing Plan.

Our **Cymraeg 2050** targets of reaching a million Welsh speakers by 2050 and of doubling the daily use of Welsh has a clear narrative about the direction of travel for Welsh language policy. The Welsh Government's Cymraeg 2050 strategy was published in August 2017. The strategy, provides a vision for a Wales where the language is thrives across the whole of Wales. One of the strategy's key aims is to support the socio-economic infrastructure of Welsh-speaking communities so that they can continue to be communities where the language is used in every aspect of daily life. To realise this aim we must consider how the national interventions can be supplemented by other initiatives to work as a balanced package to protect Welsh-speaking communities and to ensure they are sustainable and vibrant communities for future generations, where our language can thrive. This is one of the key aspirations behind the decision to create a Welsh Language Communities Housing Plan.

In addition to the Welsh Language Communities Housing Plan the Minister for Climate Change announced on 23 November that Dwyfor has been chosen as a location for trialling and evaluating a number of interventions (including a number of the Welsh Language Communities Housing Plan interventions) and evaluate their cumulative impact. We will, work beyond the pilot area to develop and share learning from across Wales. Dwyfor is one of our Welsh-speaking heartlands – one where the Welsh language is an integral part of daily life but an area too which have a cluster of communities with high numbers of second homes.

Prevention

We undertook a consultation to explore how the collective package of interventions to support Welsh-speaking communities with a high concentration of second homes, could be complemented at a community level to support and protect the Welsh language. It sought views on what additional initiatives are needed to ensure people, especially young people, can afford to live and work in our Welsh-speaking communities.

We believe that the Welsh Language Communities Housing Plan will support the needs of our Welsh-speaking communities across Wales as we propose to develop a package of support in the form of;

- Establishing community-led social enterprises that can create job opportunities and may secure services within a community.
- Exploring small community led housing interventions under the co-operative model and raise awareness among communities, property sellers and prospective property sellers of the choices and steps they can make which could have the potential to benefit local people and their communities to stay and live in their communities.
- Creation of the Commission for Welsh-speaking Communities which will within two years provide recommendation to the Welsh Government on how to tackle challenges facing these communities and how to prepare for future language planning to ensure that they are protected for future generations.
- Continuation of the Economy, Housing and Welsh language Roundtable to oversee the development of the Welsh Language Communities Housing Plan and continue to look at the issues and challenges facing our rural economy as well as consider the right conditions required to support the language. We'll also work closely with the Arfor 2 programme, which shares the same ambition of supporting and strengthening the Welsh language.
- Creating a network of Cultural Ambassadors which will actively promote our culture, heritage and the Welsh language within our communities.
- Undertaking research which will enable Welsh Government to consider what actions are needed to action in managing effects of the *number* of place names that are changing and *how* and *where* they're changing.

Integration

This Welsh Language Communities Housing Plan offers a package of interventions to support Welsh-speaking communities with a high concentration of second homes. There is clear alignment between this objective and four of the seven well-being goals set out in the Well-being of Future Generations (Wales) Act 2015:

- A prosperous Wales
- A more equal Wales
- A Wales of cohesive communities
- A Wales of vibrant culture and thriving Welsh language. Wales needs to build a society that promotes and protects culture, heritage and the Welsh language.

The Welsh Language Communities Housing Plan is a package of interventions that will be actioned by Welsh Government, local authorities, communities/community groups and relevant third and private sector stakeholders. As a result, the Welsh Language Communities Housing Plan will intertwine across Welsh Government policy areas, work with policy experts from local authorities, draw on experience and expertise from community groups, academics, management consultant, social linguist. We will do this through establishing the 'Estate agents and Stakeholder steering

group', 'Commission for Welsh-Speaking Communities' and continuing to lead on the 'Economy, Housing and Welsh Language Roundtable'.

This Welsh Language Communities Housing Plan is one of the Welsh Government's key priorities as set out in our **Programme for Government 2021-2026** (please see above under 'long term' for further information on how the Welsh Language Communities Housing Plan feeds into the PfG and Cymraeg 2050).

Collaboration

Welsh Government has been leading and developing the Welsh Language Communities Housing Plan with a clear steer from key stakeholders, community groups and the public through feeding into a consultation. Moving forward to the implementation stage, communities, local authorities, and stakeholders will play a key role in supporting and implementing the interventions.

Stakeholders includes officials from local authorities, estate agencies, community groups, volunteers and cooperatives, grant recipient such as Cwmpas, the mentrau iaith and Welsh Government policy areas such as economy, housing, communities, KAS and Cymraeg 2050 Division colleagues. In addition the Commission on Welsh-Speaking Communities will include Commissioners with expertise in a wide range of policy areas, these include management consultant, social linguists, academics, solicitors, councillors and community based groups. (this list is not complete, but it shows the range of internal and external partners we'll be working with).

Partners will have a significant part and role in the Welsh Language Communities Housing Plan and providing feedback, recommendations and influencing future policy work during the implementation phase and in future language planning.

We are already working with Cwmpas to provide an advice and support service to support communities to identify opportunities to establish social enterprises and community-led co-operatives. We will also continue to work with Dolan with their toolkit on sustainable community-led tourism and further develop the business plan on how communities can create their own solutions to support local affordable housing.

Involvement

As this area of work is complex, we are proposing an approach that seeks to address core issues Welsh-speaking communities are facing. There are a range of views on how the Welsh Government should respond and therefore we held a [consultation](#) on this proposal between the 23 November 2021 and 22 February 2022. We encouraged everyone in the communities affected and elsewhere in Wales, whether they live, run businesses, own property, or deliver public services to respond to the consultation and help shape the Welsh Language Communities Housing Plan. We received a total of 776 responses to this consultation.

The plan will encourage community ownership to implement these interventions as they have the knowledge and understand the challenges they face. Local authorities, Welsh Government and a range of stakeholders will also support communities to implement these interventions,).

Impact

Large numbers of second homes and short-term holiday accommodation have provoked strong feelings in particular communities in Wales for some years. In these communities, there is often a sense of injustice that people are priced out of their local housing market by those purchasing second homes or homes to let as short-term holiday accommodation. We determined to tackle this issue. Second homes are often concentrated in (but not confined to) Welsh-speaking communities, and this can lead to patterns of home occupation which have a detrimental effect on the use of Welsh in communities which are crucial to the long-term sustainability of our language. Second homes, alongside a range of wider factors, can impact on the affordability and availability of housing for local people and raising prices in the local housing market. It is not hard to see that a pattern of young Welsh-speaking people in particular, leaving their communities in order to find affordable housing elsewhere, which can pose a threat to the future of the language in those communities.

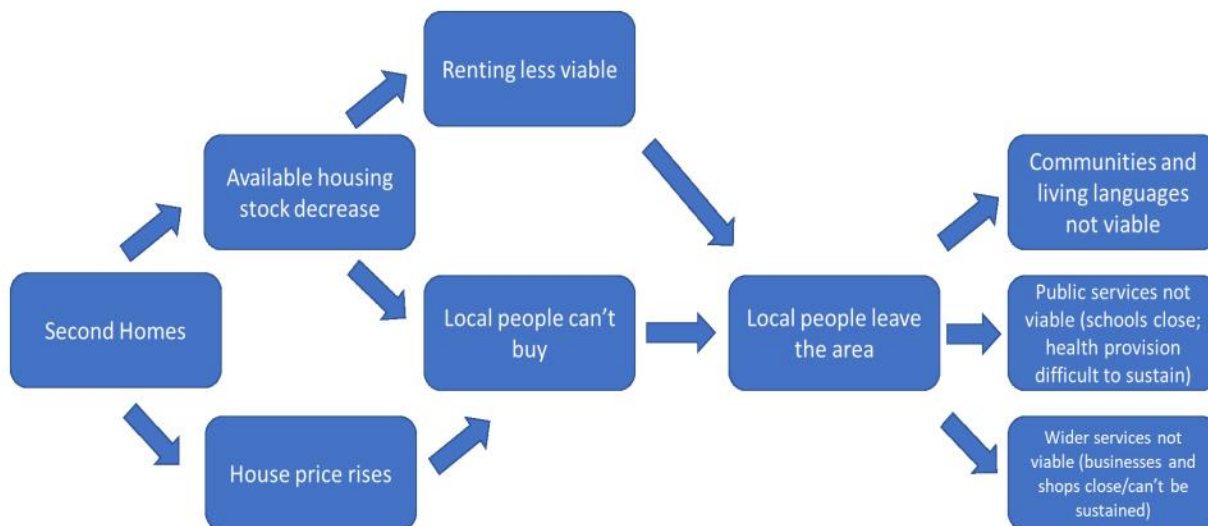
Ensuring that local people can afford to live in the communities in which they grew up, and the health and vitality of Welsh as a thriving community language, are key strategic goals for us.

In March 2021 Dr Simon Brooks' published his report, 'Second Homes: Developing new policies in Wales'. Welsh Ministers provided a written response to Dr Brooks following his report confirming that the Welsh Government would establish a commission to safeguard the future of the Welsh language as a thriving community language.

The Commission for Welsh-Speaking Communities will lead on a socio-linguistic analysis of the health of the language in our communities. It will develop a model to provide evidence for local authorities on the vitality of the language in the communities they serve. The commission will consider the challenges facing Welsh-speaking communities and gain a better understanding of the linguistic, socio-economic and social restructuring challenges faced post COVID-19 and the decision of the UK to leave the European Union. The commission will make policy recommendations. The commission will also analyse the 2021 Census results to better understand the language shift over the last decade. In this light, it will consider which interventions are needed today, and ensure that future policy interventions are based on sound evidence. This work links to the development of models that help define areas of linguistic interest and sensitivity. The aim is to make it is clear which interventions and support are needed in these areas to protect the language and how the collective approaches are used from a language perspective to ensure policy goals are met. This Commission is one intervention of the Welsh Language Communities Housing Plan.

In addition, in November 2021 a Research to Develop an Evidence Base on Second Homes was published which explored the prevalence and impacts of second home ownership on communities across Wales. The research examines the evidence base relating to defining second homes, their impacts and related interventions. The research shows that Second homes are thought to have direct and indirect/secondary impacts on a range of issues.¹

Figure 7.1: Second Homes Potential Chain of Impact Diagram



Within the conclusion, there were 7 recommendations made. 3 of the 7 recommendations have been noted below with a summary of our actions against these.

- **Recommendation 2:** Policy responses should not be developed in isolation. Responses that seek to tackle the negative impacts of second homes should form a component of wider efforts to address affordability issues and actions with which to unlock the housing market. **Our Action:** the Welsh Language Communities Housing Plan will not be developed in isolation. The Welsh Language Communities Housing Plan is part of a range of interventions that will be developed over this term. Work has already begun on regulatory framework and system has already started by giving local authorities powers to raise council tax on second and empty homes and by the end of this summer homes will be classified as 'main home', 'second home' and 'short term holiday accommodation' where owners will need planning permission from their local authority to change the use.

¹ [Research to Develop an Evidence Base on Second Homes \(gov.wales\)](https://gov.wales)

To test the cumulative impact of a number of interventions will have, a pilot will be carried out in Dwyfor, Gwynedd. The first phase of the pilot will include practical support measures aimed at making a difference to local access to affordable housing etc.

Stakeholders and policy leads will play a key role in the Welsh Language Communities Housing Plan as they form recommendations, influence and steer policy work and language planning.

- Recommendation 5: The Welsh Government should give greater clarity with regard to the preferred direction of travel and the aims of any interventions in relation to second homes. Our Action: On 6 July, the Minister for Climate Change, Julie James MS, set out our ambitious three pronged approach which includes a package of interventions to address issues of affordability etc. Also, the Minister for Education and Welsh Language published a consultation paper on the proposals that form part of the Welsh Language Communities Housing Plan and in the National Eisteddfod this Minister also set out future plans to tackle the housing problems within Welsh-speaking communities.
- Recommendation 7: in the research was - piloting and evaluating a range of policy approaches to tackling the impact of second homes may offer a means of developing effective interventions and the wider understanding of the impact of second homes. Our Action: Approaches to tackling the impact of second homes will take place in Dwyfor, Gwynedd. Some of the Welsh Language Communities Housing Plan interventions will be piloted in Dwyfor and will be evaluated independently.

Further research will be commissioned under this Welsh Language Communities Housing Plan to gather evidence of the exact scale of the *number* of place names that are changing and *how* and *where* they're changing. Once the research is completed, we will consider the findings and take action in managing some of these changes.

Costs and Savings

As the plan is a package of interventions, It is not possible to outline detailed costs and savings due to the Welsh Government not being directly responsible for implementing every element of the plan.

However, for 2022-23 the Welsh Language Communities Housing Plan outline budget is £465k

In developing the plan, any administrative costs incurred by the Welsh Government, including officer involvement, can be met through existing budgets.

Mechanism

No legislation is being proposed here. This proposal is a collection of interventions which will help communities and support individuals and families to work and live within their communities, protect the housing market and ensuring we protect the Welsh language and put interventions in place to help and support people to use Welsh as part of everyday life.

SECTION 8. CONCLUSION

8.1 How have people most likely to be affected by the proposal been involved in developing it?

As this is a complex area and there are a range of views on how the Welsh Government should respond, the Welsh Government launched a [consultation](#) on this proposal between the 23 November 2021 and 22 February 2022. We encouraged everyone in the communities affected and elsewhere in Wales, whether they live, run businesses, own property, or deliver public services here to respond to the consultation and help shape the Welsh Language Communities Housing Plan. Welsh Government received a total of 776 responses to this consultation.

8.2 What are the most significant impacts, positive and negative?

- Welsh language and cultural well-being

Our *Cymraeg 2050* targets of reaching a million Welsh speakers by 2050 and of doubling the daily use of Welsh has a clear narrative about the direction of travel for Welsh language policy in Wales. *Cymraeg 2050* recognises and values the role of Welsh-speaking communities in providing a social context for the use of Welsh. The Welsh Language Communities Housing Plan in line with the aims of *Cymraeg 2050* and acknowledges:

- The importance of maintaining Welsh as the primary language spoken in our Welsh-speaking communities,
- More opportunities for children and adults to learn and, for those who are learning or are already speakers, to become habitual users of the language wherever they live in Wales.

The Welsh Language Communities Housing Plan recognises and values the role of Welsh-speaking communities in providing a social context for the use of Welsh. Establishing a Welsh Language Communities Housing Plan is one of Welsh Governments 2021-2026 Programme for Government Priorities.

- Economy

The proposed Welsh Language Communities Housing Plan would not have a direct impact on business as it's a package of interventions to support and help communities that have large densities of second homes and short-term holiday accommodation.

Welsh Language Communities Housing Plan takes targeted actions (co-operative housing) to ensure local people can afford to buy or rent a home within their communities. It also includes support for people and/or communities to come together to form social enterprises and community-led cooperatives to safeguard local amenities and create work and jobs for local people. At this stage it is not possible to accurately assess the extent to which these actions would affect current businesses and the public.

It is considered that by implementing the Welsh Language Communities Housing Plan will mean that people will be staying within their communities, this could indirectly positively support local businesses with the likelihood that local people would use those businesses all year round. These actions could also further positively support local service provision by helping to maintain their consistent use, by enabling local people to remain in or return to their localities. This is in contrast to occupation of second homes and holiday lets for only part of the year, where local services may consequently only be used by occupiers during those periods. Conversely, it is recognised that a potential loss of visitors occupying second homes and short-term holiday lets within local authority areas could result in some detrimental impacts. For example, a reduction in tourism expenditure on local businesses and a downturn in construction and maintenance activity. But all these factors have not been fully evidenced as these are complex issues.

- Rural proofing

Welsh-speaking communities are mainly located within rural areas. Within these areas too there are communities with high numbers of second homes (albeit Cardiff and Swansea, which also have high densities of second homes). For some decades there have been concerns by many rural communities that the demand for second homes has been a driver for increased house prices. This in turn has led to concerns of the long-term sustainability of many rural and Welsh-speaking communities. The Welsh Language Communities Housing Plan will make a positive contribution as an additional package of approaches to deal with issues of affordability and second homes. (The three-pronged approach). The Welsh Language Communities Housing Plan aim is to empower communities to create and develop schemes themselves. This will be done by bringing together economic, housing, community development and language planning interventions to ensure the long-term sustainability of these communities – where the Welsh language can continue to thrive.

As noted above the aim of the plan is to empower communities to create and develop schemes for themselves. It won't be imposing solutions on communities. It is for communities to act according to their wishes and to support this we've developed a package of supportive interventions. As a result, we will work closely with key stakeholders and partners to actively engage with communities.

Although issues surrounding affordability, second homes and the Welsh language are not limited to rural and Welsh-speaking communities it is evident that a high number of communities with high densities of Welsh speakers and high numbers of second homes are located within our rural communities. This proposal aims to support people of all ages but will prioritise our young people in particular to help them stay in our rural communities. We also want to help and support people who wish to return to the communities that they were brought up. There is a tendency for our younger generation to leave our rural communities. We acknowledge that this is complex, and it is not related to one factor (e.g. lack of job opportunities, lack of affordable housing). Out-migration is a common issue in many rural

communities across Wales and beyond. We acknowledge the complexity of the issues and therefore will develop a package of interventions that aims to help people that want to stay or return to the communities they were brought up to do so.

One of the main interventions of the Welsh Language Communities Housing Plan is to create or develop social enterprises and community-led co-operatives. The aim of this intervention is to support communities to look at new social and economic opportunities as well as safeguarding local services. E.g. if the local grocery shop is at risk of closing, we aim to work with communities to see what opportunities are available to ensure local services continue. We will also work closely with the Communities Creating Homes scheme to identify and support communities that wish to develop their own community led- co-operative housing. In such cases we will work with communities to identify land and community assets that can be developed as housing. Cwmpas will be a key partner in this work, which their experience and expertise in this area will be a key factor in supporting community-led initiatives.

We acknowledge that the Welsh Index of Multiple Deprivation- Access to services indicator shows that many rural areas amongst the most deprived areas. Rural populations have historically needed to travel further to access essential services. The plan will in some cases and where there is support to do so, help communities to keep key services. It will also work with communities to create new services and job opportunities.

Between November 2021 and February 2022, the Welsh Government consulted on the draft Welsh Language Communities Housing Plan. This consultation received nearly 800 responses many of these from individuals and organisations based in Anglesey, Conwy, Gwynedd, Ceredigion, Carmarthen and Pembrokeshire – all rural with high densities of Welsh speakers. The responses helped to strengthen and further develop many of the proposals of the plan.

8.3 In light of the impacts identified, how will the proposal:

- **maximise contribution to our well-being objectives and the seven well-being goals; and/or, avoid, reduce or mitigate any negative impacts?**

This Welsh Language Communities Housing Plan offers a package of interventions to support Welsh-speaking communities with a high concentration of second homes. There is clear alignment between this objective and four of the seven well-being goals set out in the Well-being of Future Generations (Wales) Act 2015:

- A prosperous Wales
- A more equal Wales
- A Wales of cohesive communities
- A Wales of vibrant culture and thriving Welsh language Wales needs to build a society that promotes and protects culture, heritage and the Welsh language.

The Welsh Language Communities Housing Plan is a package of interventions that will be actioned by Welsh Government, local authorities, communities/community groups and relevant third and private sector stakeholders. As a result, the Welsh Language Communities Housing Plan will intertwine across Welsh Government policy areas, work with policy experts from local authorities, draw on experience and expertise from community groups, academics, management consultant, social linguist. We'll do this through establishing the 'Estate agents and Stakeholder steering group', 'Commission for Welsh-Speaking Communities' and continuing to lead on the 'Economy, Housing and Welsh Language Roundtable'.

8.4 How will the impact of the proposal be monitored and evaluated as it progresses and when it concludes?

Economy, housing and Welsh language	Minutes and actions from the Roundtable will be noted and actioned.
Social enterprises and community led cooperatives	We will monitor and record all social enterprises, community-led co-operatives and Welsh-speaking spaces that will be established or developed over the period of the Welsh Language Communities Housing Plan. We will monitor and record the outputs and outcomes achieved through the grant award to Cwmpas as part of their grant conditions.
Co-operative and community led housing	We will monitor and record the outputs and outcomes achieved through the grant award to Cwmpas as part of their grant conditions.
Estate agents and Stakeholder steering group	The steering group will help to share information and best practices, an opportunity to understand local housing markets as well as share information on Welsh Government and local authorities schemes to help local people to buy or rent affordable housing. Information gathered will help develop future policies.
Local housing Campaign - 'A Fair Chance'	We will be able to monitor the use of guidance and the campaign as a whole. The outcomes will be recorded as we'll be able to see the number of homes sold in line with the guidance.
Commission for Welsh-Speaking Communities	The Commission will make recommendations to Welsh Government. The Commission will analyse the 2021 census figures as well as other relevant data as well as engaging with relevant stake holders and experts in numerous fields to better understand the challenges facing Welsh-speaking communities.

Cultural Ambassadors	We will monitor the number of people that's part of the Cultural Ambassadors network to actively promote our culture, heritage and the Welsh language. We will continue to work and learn from the experiences of the Wales Ambassador Scheme, Ecomuseums and Menter Iaith Môn's Welsh Language Champions scheme.
Welsh place names	Once the research is completed, we will consider the findings of the research and take action in managing some of these changes.

The Welsh Language Communities Housing Plan will be independently evaluated.

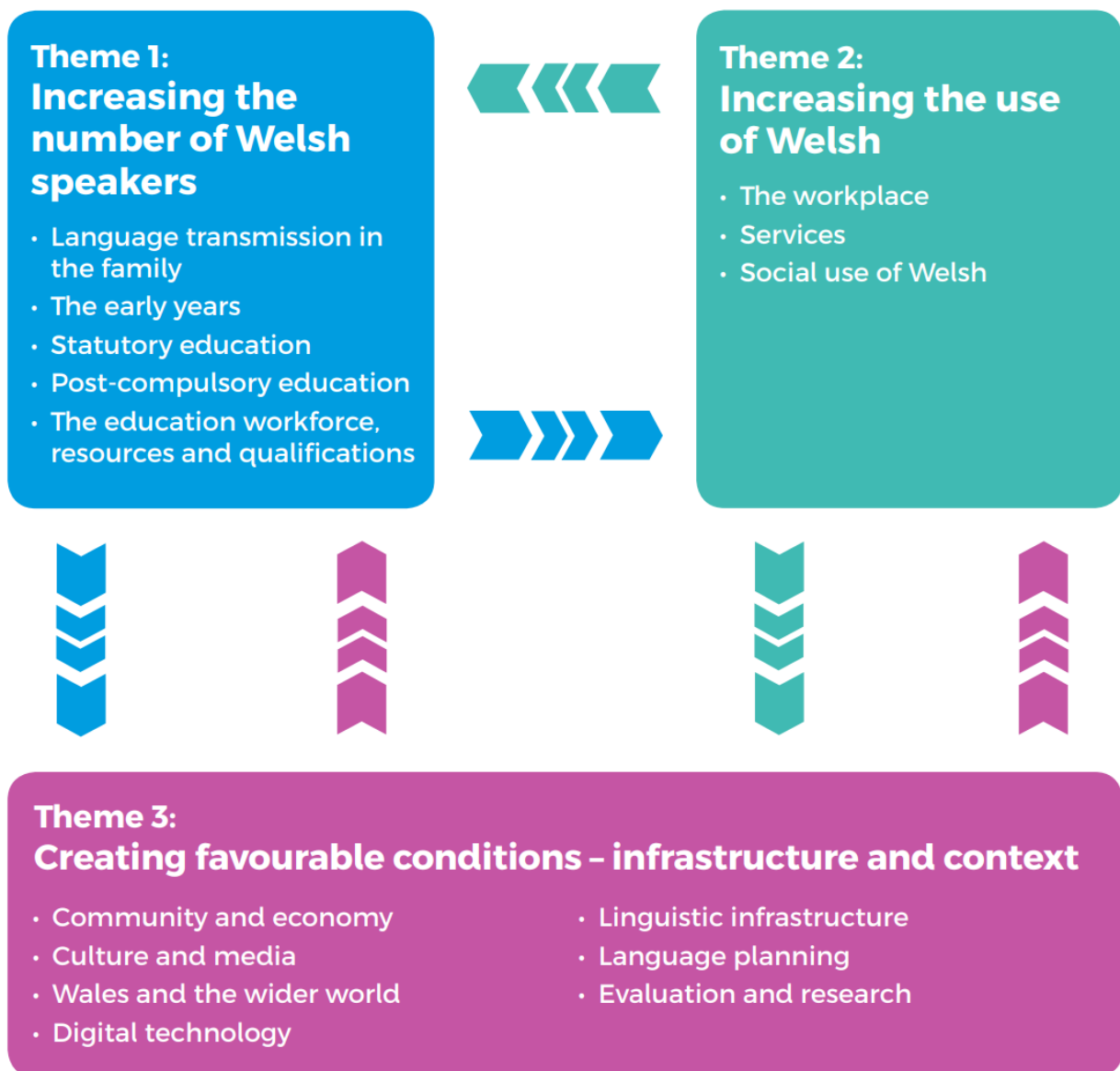
A. WELSH LANGUAGE IMPACT ASSESSMENT

Cymraeg 2050 is our national strategy for increasing the number of Welsh speakers to a million by 2050.

The Welsh Government is fully committed to the new strategy, with the target of a million speakers included in its Programme for Government. A thriving Welsh language is also included in one of the 7 well-being goals in the Well-being of Future Generations (Wales) Act 2015.

We also have a statutory obligation to fully consider the effects of our work on the Welsh Language. This means that any Welsh Government policy should consider how our policies affect the language and those who speak it.

The *Cymraeg 2050 strategy* has three interrelated themes:



The headings under each theme outline the scope of activities that can affect the language.

As a general rule, if your policy has the potential to impact on people, it will impact in some way on Welsh speakers and therefore on the Welsh language.

Welsh Language Impact Assessment reference number: **04/09/2022**

1. Does the proposal demonstrate a clear link with the Welsh Government's strategy for the Welsh language? – *Cymraeg 2050 A million Welsh speakers* and the related Work Programme for 2017-2021?

Yes Our *Cymraeg 2050* targets of reaching a million Welsh speakers by 2050 and of doubling the daily use of Welsh has a clear narrative about the direction of travel for Welsh language policy in Wales. *Cymraeg 2050* recognises and values the role of Welsh-speaking communities in providing a social context for the use of Welsh. The Welsh Language Communities Housing Plan in line with the aims of *Cymraeg 2050* and acknowledges

- The importance of maintaining Welsh as the primary language spoken in our Welsh-speaking communities,
- More opportunities for children and adults to learn and, for those who are learning or are already speakers, to become habitual users of the language wherever they live in Wales.

The Welsh Language Communities Housing Plan recognises and values the role of Welsh-speaking communities in providing a social context for the use of Welsh.

Establishing a Welsh Language Communities Housing Plan is one of Welsh Governments 2021-2026 Programme for Government Priorities.

2. Describe and explain the impact of the proposal on the Welsh language, and explain how you will address these impacts in order to improve outcomes for the Welsh language. How will the proposal affect Welsh speakers of all ages (both positive and/or adverse effects)? You should note your responses to the following in your answer to this question, along with any other relevant information:
 - ◆ How will the proposal affect the sustainability of Welsh-speaking communities² (both positive and/or adverse effects)?

² These can be close-knit rural communities, dispersed social networks in urban settings, and in virtual communities reaching across geographical spaces.

The Welsh Language Communities Housing Plan was established to support the sustainability of the Welsh language within Welsh-speaking communities where there are also high densities of second homes. In many of these communities second homes have been in existence for decades. But the COVID-19 pandemic highlighted concerns by many local communities that the demand for second homes pushed house prices further beyond the affordability of local people. In addition, concerns were made of the future of the Welsh language as living community language. The Welsh language is often the main language in many rural and coastal communities. As a consequence of local people not being able to live in an area – it could in turn mean that the use and number of Welsh-speakers could decline.

- ◆ How will the proposal affect Welsh medium education and Welsh learners of all ages, including adults (both positive and/or adverse effects)?

The Welsh Language Communities Housing Plan aims to support communities to develop their own community-led schemes in housing, economic development and community development. The Welsh Language Communities Housing Plan will work closely with the national affordability and second homes approaches. Although these approaches and the interventions of the Welsh Language Communities Housing Plan will not have a direct link with the provision of Welsh-medium education, it is believed that supporting local people to stay or return to the communities they were brought up will support Welsh-medium education.

The Welsh Language Communities Housing Plan will also include numerous interventions including creating a Cultural Ambassadors scheme. The Cultural Ambassadors will encourage and support people of all ages to learn and raise awareness of our unique cultural, heritage and Welsh language. This will also include the encouraging people to learn the language.

- ◆ How will the proposal affect services³ available in Welsh (both positive and/or adverse effects)? (e.g. health and social services, transport, housing, digital, youth, infrastructure, environment, local government etc.)

Within the Welsh Language Communities Housing Plan there are numerous interventions that supports communities to safeguard and help establish new services. We have announced a funding package of £150k to CWMPAS in order that they can work with local communities to identify new social enterprises and community-led co-operative opportunities. This could also include the establishment of community-led co-operative housing, which could provide local communities with sufficient affordable housing to allow people that want to live in their communities to continue to do so. In turn this will help support and sustain local Welsh-medium services.

³ The Welsh Language Strategy aims to increase the range of services offered to Welsh speakers, and to see an increase in use of Welsh-language services.

- ◆ How will you ensure that people know about services that are available in Welsh and are able to access and use them as easily as they can in English? What evidence / data have you used to inform your assessment, including evidence from Welsh speakers or Welsh language interest groups?

Between November 2021 and February 2022, we consulted on the draft Welsh Language Communities Housing Plan. Nearly 800 responses were received. The consultation enabled individuals and relevant organisations to respond to the proposals, which in turn helped in develop many of the proposals further. The aim of the Welsh Language Communities Housing Plan is to work closely with our Welsh-speaking communities by providing support and encouragement to develop their own ideas and schemes. We will work closely with key stakeholders and partners to raise awareness of the Welsh Language Communities Housing Plan.

Gwynedd Council published a report *Managing the use of dwellings as holiday homes, (2020)* and Dr Simon Brooks report *Second Homes: Developing New Policies in Wales (2021)* highlighted the communities within Gwynedd and Anglesey which had high numbers of Second homes (Source of statistics for the first two columns: Anglesey Council and Gwynedd Council, 2016, pp. 95-8). Although difficult to make comparative links, generally data provided by Gwynedd Council shows that many Welsh-speaking communities within our coastal areas have also high number of second homes.

- ◆ What other evidence would help you to conduct a better assessment?

The Welsh Language Communities Housing Plan will be independently evaluated to ensure that we assess the effect of the proposed interventions. This in time will provide us with a better understanding of the effectiveness of our actions as well as help us develop a lesson's learned log.

- ◆ How will you know if your policy is a success?

The Welsh Language Communities Housing Plan includes a wide range of interventions based on:

- Economic Development
- Community Development
- Language Planning &
- Housing

As noted above we aim to independently evaluate the Welsh Language Communities Housing Plan which will help us understand the effectiveness of the Plan and what changes / improvement are required in the future to deliver the aims of the Plan.

