

Street Naming Policy Consultation

Consultation on a new Street Naming Policy for
Cardiff Council

July 2019



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Street Naming Policy

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Background

Street naming and numbering has a number of important functions, for example, wayfinding, efficient delivery of mail and ensuring the emergency services can locate properties quickly. Under law, the Council has statutory responsibilities and powers to give names and numbers to streets and properties and display street names.

Street naming is also a key element of place-making, and it is important in the context of the Council's commitments to the Well-being of Future Generations Act, Welsh Language Standards and Historic Environment (Wales) Act 2016.

The aim of the Council's Street Naming Policy is to provide advice and guidance to developers and existing property owners. The responses to this survey will help the Council to understand whether the policy clearly sets out the processes for developing naming/renaming streets, what opportunities there are for communities to be involved and the impacts of the policy on the Welsh Language.

Methodology

- The electronic survey was available to complete online from Monday 28th January to Monday 11th March 2019.
- Links to the survey were available via Cardiff council's dedicated web pages www.cardiff.gov.uk/haveyoursay.
- The survey was advertised via a banner on the council's website homepage which had 53,189 visits during the consultation period.
- The survey was promoted as a 'Quick Link' on the council's Intranet pages.
- An email was sent out Via 'Staff Information' which goes to 8,182 email addresses across the council.
- A communication campaign was conducted via social media. Cardiff Council's Twitter and Facebook accounts have a combined audience of 89,000 followers (78k Twitter, 11k Facebook).
- Promotional Posters were displayed across the council's 19 city-wide Hubs and Libraries.
- A direct link to the survey was emailed to approximately 5,000 members of the Citizens Panel (more information can be found in Appendix A)

Respondents

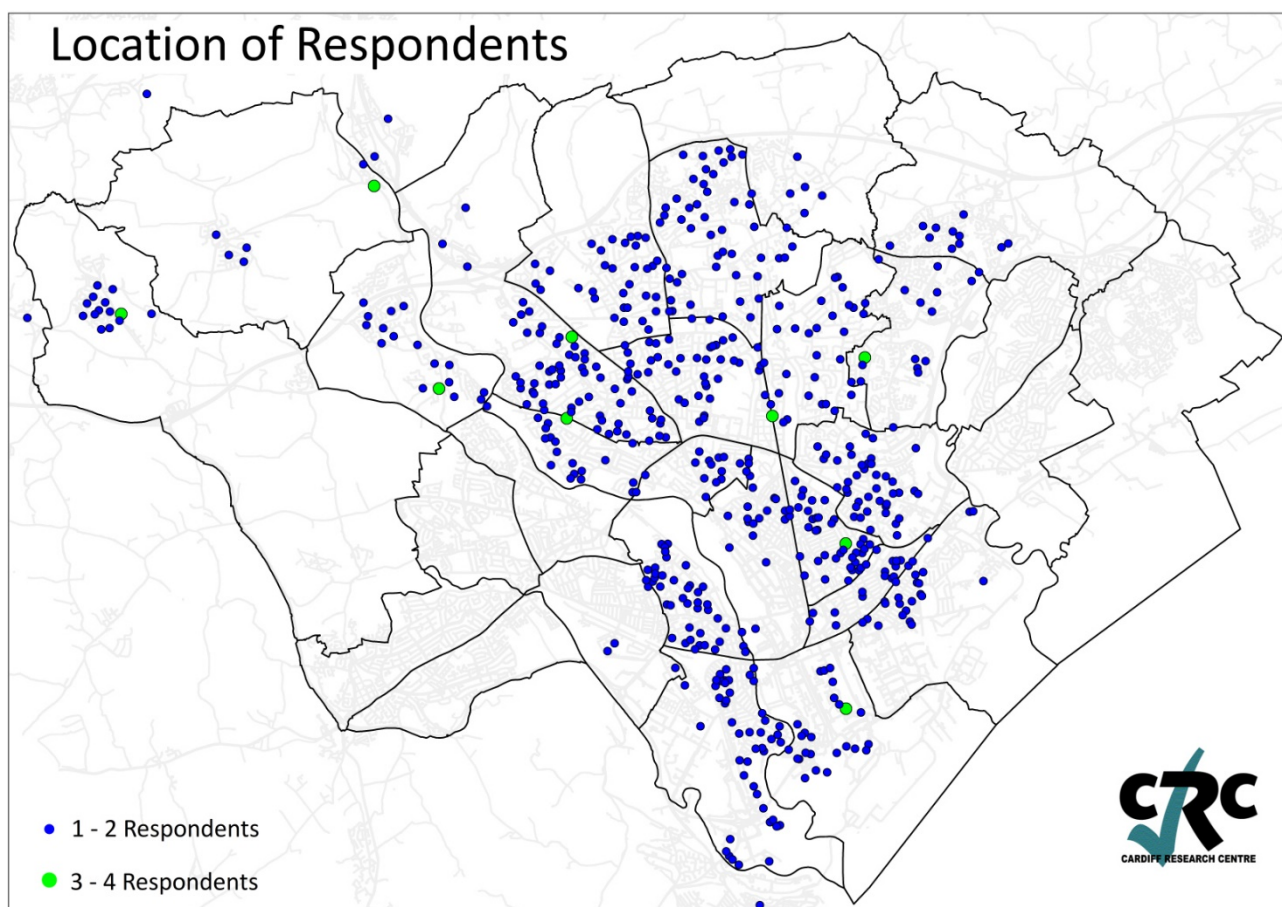
There were 2,248 responses received over the consultation period. In addition, there were also two emails received from Local Councillors (see appendix B) and three from local residents (see appendix C).

During the consultation period a letter/petition was also received (see appendix D) regarding new developments, Streets in the City Centre and Restoring Welsh Language names to streets that already exist that have monolingual English names. Several copies of the letter were sent to the Council with a combined total of 120 unique signatories although 41 of these were from individuals residing outside of the Local Authority, from as far afield as Glasgow. A slightly amended version of the letter with additional comments included was also sent by one individual (see appendix E).

In addition, a letter regarding the consultation was received from the Welsh Language Commissioner (See Appendix F).

Cardiff has an estimated population of 362,800 and 98,300 people commuting into the City to work each day. The place of residence of respondents (who provided a valid postcode) from across Cardiff can be seen in the map below:

Map 1

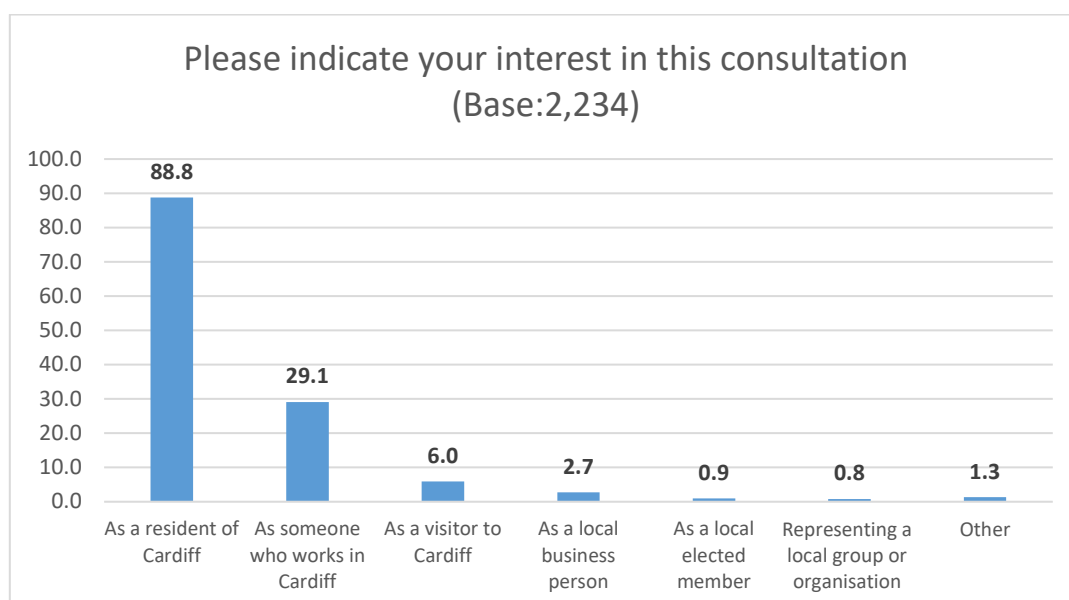


As can be seen in the 'About You' section of the report, the Welsh language skills of those participating in the survey are much higher than for the Cardiff population as a whole, suggesting that a disproportionate number of Welsh speakers have completed the survey. This is especially true for those residing outside of Cardiff. In addition, ethnic minorities and those age under 35 and 75+ were underrepresented by the survey, whereas those aged 35-74 were overrepresented.

Results

1. Please indicate your interest in this consultation:

Almost nine in ten (88.8%) respondents reside within the Local Authority, a further three in ten (29.1%) work in Cardiff. 95.5% of respondents who answered the question lived and / or worked in Cardiff.



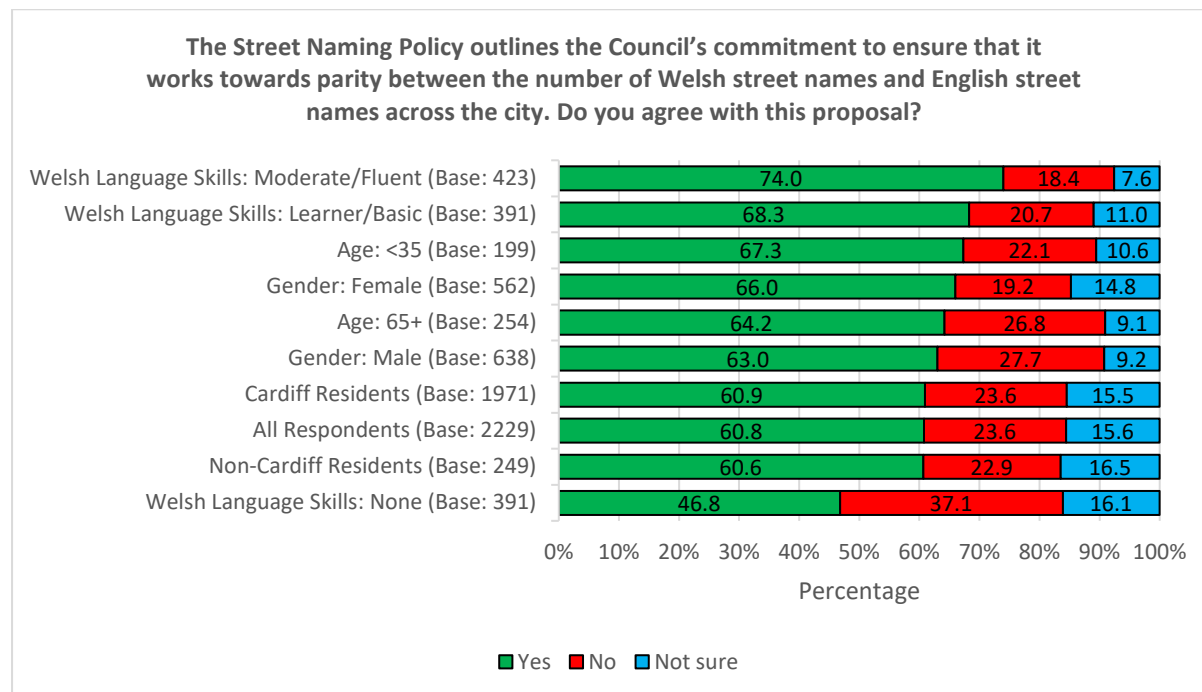
NB. Percentages do not sum to 100% because respondents could select more than one option

2. The Street Naming Policy outlines the Council's commitment to ensure that it works towards parity between the number of Welsh street names and English street names across the city. Do you agree with this proposal?

Three in five (60.8%) respondents agreed with the proposal to ensure the Council works towards parity between the number of Welsh street names and English street names across the City. In contrast, almost a quarter (23.6%) disagreed with the proposal.

	No.	%
Yes	1,355	60.8
No	527	23.6
Not sure	347	15.6
Total	2,229	100.0

Agreement with the proposal was highest amongst those with Moderate/Fluent Welsh Language Skills (74.0%), followed by those with Learner/Basic Welsh Language Skills (68.3%). In contrast, less than a half (46.8%) of respondents with no Welsh Language Skills agreed with the proposals. In fact, almost two-fifths (37.1%) of this group disagreed with the proposal, as did over a quarter of males (27.7%) and those aged 65+ (26.8%).

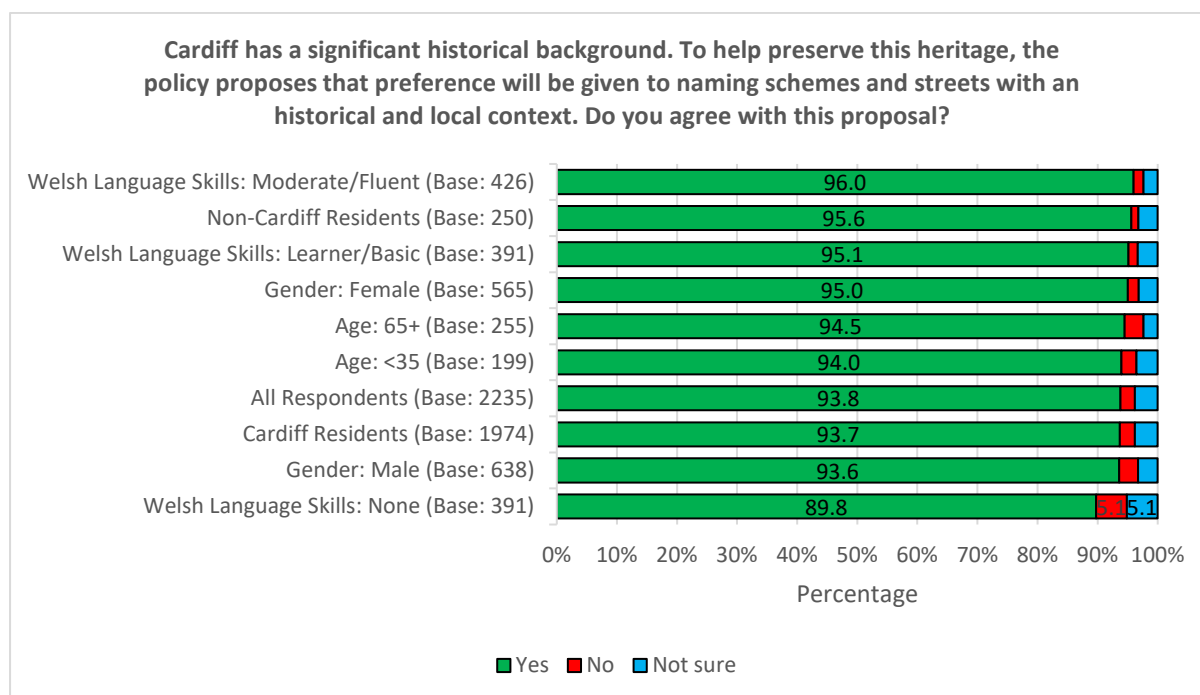


3. Cardiff has a significant historical background. To help preserve this heritage, the policy proposes that preference will be given to naming schemes and streets with an historical and local context. Do you agree with this proposal?

The overwhelming majority of respondents (93.8%) agreed that preference is given to naming schemes and streets with an historical and local context.

	No.	%
Yes	2,097	93.8
No	53	2.4
Not sure	85	3.8
Total	2,235	100.0

Again, agreement was greatest by those with Moderate/ Fluent Welsh Language Skills (96.0%), and lowest for those with no Welsh Language Skills although this was still as high as 89.8%.



4. Cardiff Council has a naming panel which advises on naming in new developments. The panel includes Council officers and representatives from organisations who can advise on history and language when names are being identified. Community involvement may also be valuable in identifying names which reflect historical and local context. Are there any local community groups/organisations that you think should be involved in the naming process?

Over a third (34.6%) of respondents to this question felt that Heritage/History groups should be involved in the naming process, this was followed by local community organisations/affected residents (31.4%) and Welsh Language groups (20.0%).

Theme	No. of comments	%
Heritage / History	152	34.6
Local Community Orgs / Affected residents	138	31.4
Welsh Language	88	20.0
Educational	84	19.1
Age Related	57	13.0
Religious	30	6.8
Menter Caerdydd	26	5.9
Tourism Based	15	3.4
Civic Society	18	4.1
BAME Community Environmental	14	3.2
Politicians	10	2.3
Any	8	1.8

Arts Based	3	0.7
LGBT Community	3	0.7
Heath	2	0.5
Rotary	2	0.5
Misc.	55	12.5
Total Respondents	439	-

NB. Percentages do not sum to 100% because answers could fall into more than one category

Respondents were then asked to leave their details if they'd like to be involved in local street naming, these details have been forwarded to the relevant Council department.

5. The Street Naming Policy sets out a number of protocols for naming and numbering new development schemes and re-naming and re-numbering existing developments. Do the protocols clearly explain the processes which should be followed?

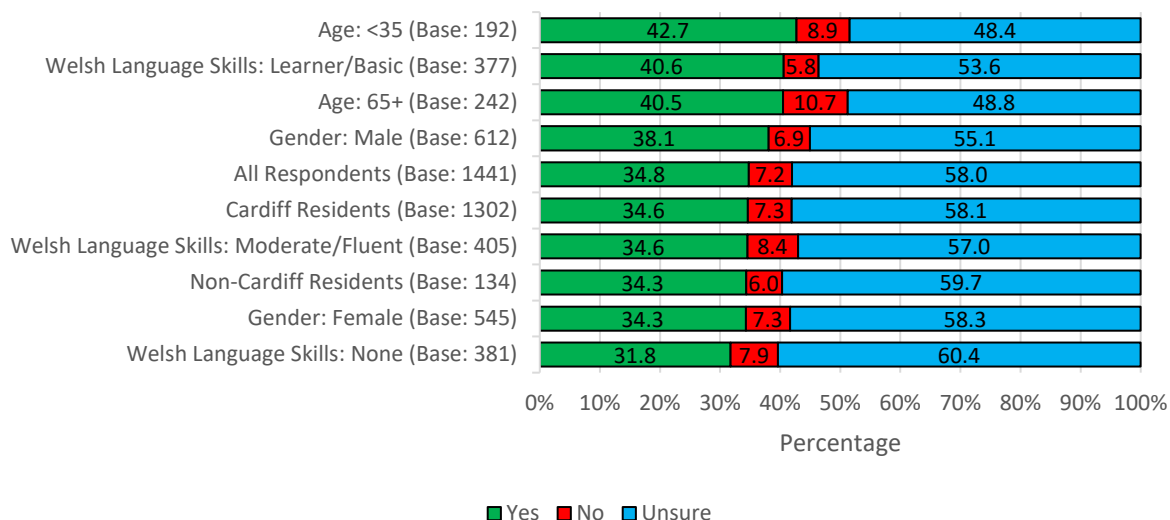
Almost three-fifths (58.0%) were unsure whether the protocols clearly explain the process which should be followed, while a third (34.8%) felt that they are clearly explained.

	No.	%
Yes	501	34.8
No	104	7.2
Not sure	836	58.0
Total	1,441	100.0

Over two-fifths of responses from those aged under 35 (42.7%), with learner / basic Welsh Language skills (40.6%) and those aged 65+ (40.5%) felt that the protocols clearly explain the process which should be followed. However, one in ten (10.7%) of those aged 65+ felt that the protocol did not clearly explain the process.

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Do the protocols clearly explain the processes which should be followed?



6. The Street Naming Policy identifies a number of partners and operational stakeholders (such as the emergency services and utilities companies) who will be notified on completion of an application for Street Naming and Numbering. Are there any other partners who should be included in this list?

One in four (23.5%) respondents to this question felt that local residents/businesses/general public should be notified on completion of an application for street naming and numbering. This was followed by delivery companies (18.1%) and Sat Nav systems (14.9%).

Theme	No. of comments	% of comments
Local Residents / Businesses / General Public	52	23.5
Delivery Companies	40	18.1
Sat Nav Systems	33	14.9
Community Councils / Groups	28	12.7
Nursing Homes / Care Workers / GP's / Hospitals / NHS	20	9.0
Educational Services	14	6.3
Post Office	12	5.4
Transport Companies (Bus / Taxi's Bikes etc.)	12	5.4
Local Councillor's and MP's	7	3.2
Historical Groups	7	3.2
Council Departments	6	2.7
Hub / Library Services	5	2.3
Other	22	10.0
Misc.	20	9.0
Total Respondents	221	-

NB. Percentages do not sum to 100% because answers could fall into more than one category

7. Any other comments on the Street Naming Policy?

Respondents were asked to leave any other comments they had regarding the Street Naming Policy. The themes covered, along with a sample of the comments, can be seen below:

<i>*In total 436 valid comments were received which comprised of 335 English comments and 101 Welsh comments</i>			
Theme	No. of comments	% of comments	Example Comments
Should reflect local heritage/relevant to location/community	105	24.1	- I think it's a brilliant idea to bring history and Welsh culture in the streets of Cardiff. - We should honour Cardiff born sportsmen such as Billy Boston, Clive Sullivan and Joe Erskine. Also, commemorate black and other ethnic sectors of the community who have contributed so much to Cardiff's history - Naming should reflect the historical heritage of the area, or persons relating to that area. Not just Welsh language to fit in with current political goals. - I feel strongly that place names in English or Welsh should reflect the history and heritage of the area. - Take a worldly approach reflecting Cardiff's long international background. - We must not lose our heritage - as a tourist guide the names of Streets and Places are very important for me to tell the whole story of Cardiff. - It is crucial that street names reflect local history and are in Welsh.
Street Names Should be Welsh Only / Welsh Given Priority	79	18.1	- There should be only Welsh Street names. - There should be a strong bias and presumption towards Welsh street names, going as far as requiring all new streets, or newly renamed streets, to be given Welsh names. - All streets should be in Welsh, we are the capital city and this would be an example to other cities/towns and will help the Welsh language thrive. - I think Welsh names should be used as it gives Wales a unique identity. If possible names relevant to the development or area.

			• Ideally, all NEW street names should be in Welsh so as to give Cardiff an identity that is different from cities in England. • This is a wonderful opportunity to strengthen the Welsh-language identity of the capital city of Wales, so although 'parity between Welsh-language and English-language names' sounds fair it doesn't take into account the imbalance in the existing names. We have far too many meaningless English-language street names in 'modern' developments.
Ability to use/pronounce/understand the Welsh Language	41	9.4	• There are enough unpronounceable welsh street names in Cardiff. I do not want to see any more. • In new housing developments make sure the names can be pronounced and within the city names that visitors can understand. • There is no point in trying to promote the Welsh language through street names that few people can pronounce or spell. • To please be aware that although Welsh should be protected, naming streets that no-one can. pronounce or understand outside of wales is no help to anyone in a UK wide community/economy.
More Details Required	31	7.1	• Will this be renaming existing street names, if so why? • Haven't seen it. • It is unclear who actually initiates new street naming - Council or developer. This should be made clear.
Street Names Should be English Only / English Given Priority	30	6.9	• The welsh language variants should be removed from all street names and signs. The language has been dead for hundreds of years and is no longer used by anyone. Our national language in Wales is English and all signs should be in only English to avoid confusion, and to help prevent wasted tax payer money on translations for something that is totally superfluous. • Although I understand the implications with the welsh language i think English should

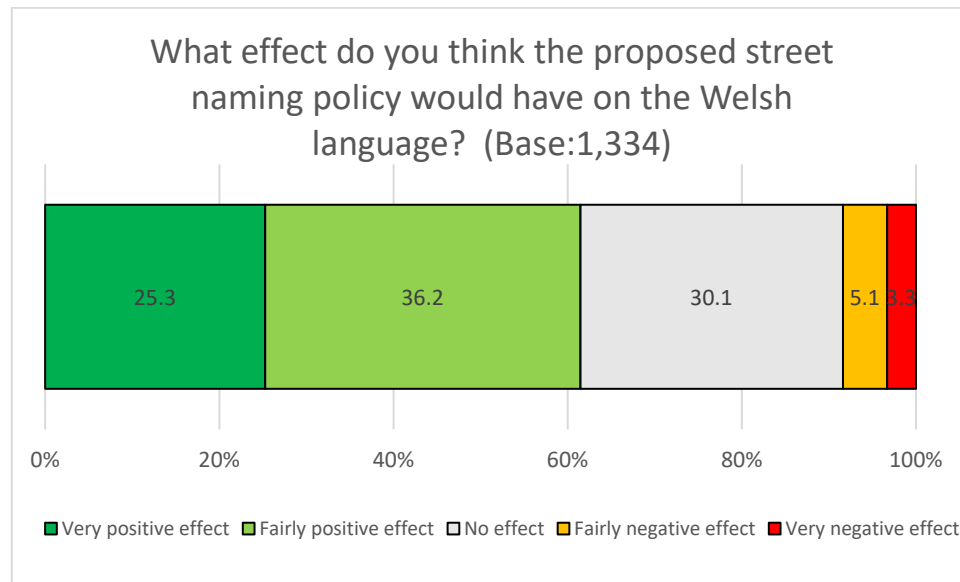
			always be given priority. I have witnessed first-hand with road signs near accidents because of the Welsh priority. At The pub on the corner of Newport rd. Beresford rd. road signs were in Welsh first and lorry drivers got confused and caused near crashes • I strongly disagree that we should be using any Welsh in our street names. Cardiff is an English speaking city and anyone coming from other parts of Wales can speak and read English well enough. It is disgraceful that Welsh is being forced onto our city when no-one uses it or needs to use it to get by.
Against Welsh Language Street Naming	28	6.4	• I do not agree that there should be more Welsh language street names. • Do not believe in naming streets in Welsh for the sake of it. • Crazy over complicated process/system. Ridiculous bias to Welsh in a city where majority do not speak Welsh, only done because it is politically correct to do so.
In Favour of the Street Naming Policy	24	5.5	• Welcome the progressive policy. • It's brilliant to see the Council's commitment to adopt Welsh language street names for new streets. • Great to see the capital taking such a strong and positive attitude especially considering the horrendous names on a number of estates that have been in the news!
Involve local communities/history groups/young people in decision making	20	4.6	• More community involvement. • Cardiff Young people should have a say and be involved in this.
Naming should be split 50/50	14	3.2	• It should be 50% of English and Welsh names from now on. Not looking at existing names but looking forward to the future. • Any new names should reflect the Welsh heritage of the Capital - and be bilingual.

Waste of money /time	12	2.8	• Please do not waste rate payers' money changing existing signs into bilingual signs. • Why are we wasting time on this? Use the money to fix pot holes. Name new streets something in Welsh in all the many developments that are being erected around Cardiff. My god, there are homeless people on the streets of Cardiff and you guys are wasting time naming streets.
Clear / Good street signs are important	11	2.5	• Street names should be easy to read, say and spell. • Signage should be well positioned, plentiful and unobscured.
Names should not reference Royals / Politicians	11	2.5	• Please do not use councillor's names as street names. • Serving Councillors, AM's, MP's and Lord's names should be excluded alongside living stars of film, TV, Radio and stage, no matter their contribution.
Local Councillor's / Community Councillor's / MP's need to be consulted	4	0.9	• Local Members must be consulted.
Misc. / Other	62	14.2	• Ban the word "chase" in street names. • I'd like to have a street named. • Keep Fanny Street! • Yellow signs are erected for new developments on the highway, but are often not removed after the development is complete. • A good idea would be to prevent new developers pretending that they are in an area when in fact they are not.

NB. Percentages do not sum to 100% because answers could fall into more than one category

8. What effect do you think the proposed street naming policy would have on the Welsh language?

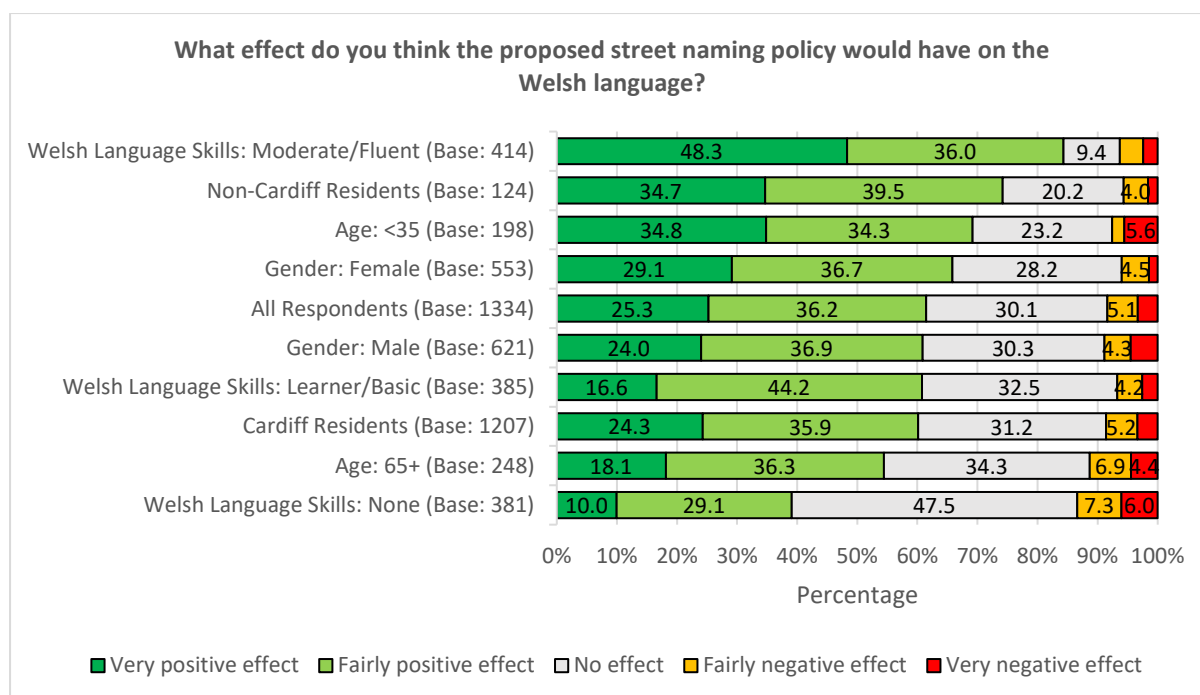
Three in five (61.5%) respondents thought the proposed street naming policy would have a positive effect on the Welsh language. This included 25.3% who felt it would have a very positive effect. Three in ten (30.1%) felt the policy would have no effect at all.



However, when broken down by sub-group, it can be seen that there was a large disparity in the opinions of respondents, in particular when analysed by Welsh Language ability.

Over four-fifths (84.3%) of respondents with Moderate/Fluent Welsh Language Skills felt that the proposed street naming policy would have a positive effect on the Welsh Language, including 48.3% that claimed it would have a very positive effect. However, this fell to three-fifths (60.8%) for those with Learner/Basic skills and to just two-fifths (39.1%) for those with no Welsh Language Skills. In addition, almost half (47.5%) of those with no skills thought it would have no effect.

Meanwhile, whereas three-quarters (74.2%) of non-Cardiff residents felt the proposal would have a positive effect, this figure drops to three-fifths (60.2%) for those residing in Cardiff.



9. How could positive effects be increased, or negative effects be mitigated?

Respondents were asked to identify how positive effects could be increased, or negative effects be mitigated. The themes covered, along with a sample of the comments, can be seen below:

*In total 571 valid comments were received which comprised of 442 English comments and 129 Welsh comments			
Theme	No. of comments	% of comments	Example Comments
Priority for Welsh street names	158	27.7	- You could have a policy not for parity with English street names but for Welsh street names to become the majority, the norm; this is Wales after all - not to mention Wales' capital city. - There should be a requirement for all new streets, or newly renamed streets to be given Welsh names. - Wherever possible new developments should have Welsh language names rather than names decided by house builders. - Increase welsh names or welsh translations of street names for a more positive effect, always try to offer welsh alternatives to existing names in order to encourage use of language. - Welsh street names only. We're in Wales.

			• Give priority to use of Welsh language. This is Wales and further development of the Welsh language must be encouraged. • As much as possible our Welsh language and Cardiff multi-cultural heritage should be reflected in street names over English.
Ability to use/pronounce/understand the Welsh Language	122	21.4	• Support for those who don't know how to say the names in Welsh. • By teaching people how to pronounce the Welsh names properly • A clue to how we Welsh non-speakers should understand or vocalise the Welsh name....It might help to educate us. • Choose names that are easy to pronounce to non-first language speakers • People with issues about the use of Welsh, may not understand the translation and local context. • Pick Welsh names that are fairly easy to pronounce • New home owners provided with letter/form on how to pronounce the Welsh name, why it was chosen and what it means.
Should reflect local heritage/relevant to location/community	109	19.1	• Should be more reflective of welsh culture and history rather than Welsh Language. • Ensure local they reflect the make up at that time of the local community. • Use words and names with positive connotations, or that highlights people who has had a positive impact in the local community. • The street name needs to reflect the local heritage/location. In some cases it will have a positive effect, other times not so much. • Street name boards to include a few words describing person or historic locality behind the street name. • Create a document/map giving historical/linguistic reasons behind Welsh names.
Must be Bilingual	61	10.7	• Bi-lingual to be the priority, not half and half English versus Welsh. The languages should

			not be pitted against one another that is a legacy of the past. Bi-lingual signage is best for the use of both languages, doesn't discriminate between the two, and is also beneficial to Cardiff as a city seeking to be a cultural centre that attracts tourism from outside Wales and the UK. Bi-lingual signage assists visitors who may only speak English in addition to their first language, while also allowing them to see the Welsh form of the places they are visiting. • I don't believe that the majority of residents would welcome Welsh only signage. As they don't speak the language it will make navigating new estates etc. more difficult that necessary and therefore appear negative. Bi-lingual signage would make it easier for visitors and non Welsh speakers to navigate while still providing a sense of place • All signs are bilingual. Welsh place names are well thought out and link to the history of the area. • Where possible at least one street sign should have the English translation included below. This will have a (small but positive) effect in broadening the knowledge and meaning of Welsh words.
Priority for English Street names	43	7.5	• Positive effects would be increased by the total removal of the Welsh Language on signs. Negative effects could be mitigated by making sure if it has to be on there it is in braille only. • Name streets in the language spoken by the vast/huge majority of people in Wales "English" • Stick to English names. • The point is, street names in Welsh are pointless. Those promoting the constant use of it, constantly exaggerate the numbers who can speak it. People would be wandering the streets wondering what street they were on. But of course, as long as Plaid Cymru are happy, that's all that matters.

Publicise info/translation/relevance and history of name	31	5.4	• A plaque near a street sign the historical significance if any, especially in the city centre and tourist areas. • Information for residents, local schools, businesses etc. on the history of the street name. • Page on the council website with new street names reason behind then and how to say them phonetically if welsh names.
Involve local communities/history groups/young people in decision making	28	4.9	• By taking local opinion into account as per the policy and not enforcing Welsh street names where local opinion is strongly against doing so. • Involve Welsh Medium Schools within naming processes. • People need to be happy, ask some of the general public for ideas, especially young people, they are the future & they may come up with some good ones!
Language priority on bilingual signs	23	4.0	• English name on top - welsh bottom. This is ideal for visitors to our city. • There is no consistency - some places Welsh first/above and English below. Drive round a corner - it's the opposite. As a driver - your eye goes to the place where you think the words/spelling in the language you prefer is. So for instance the last street sign - ahh English first, so when I get nearer the next sign it's not above it, as a driver concentrating on the road ahead, behind, either side and hazards (children), then the concentration of looking/reading a sign - if it's even legible - causes chaos and possible slowing of traffic or hindering others, a higher chance of accidents. • Making sure that the Welsh name is clearly marked on top of the English name.
Do not force Welsh on people	22	3.9	• By not trying to force people to use Welsh, when the vast majority do not do so. • There are very few Welsh speakers in Cardiff and many anti Welsh language Welsh people.

			Forcing Welsh language names on people will not help this. • Stop trying to force the language on people who couldn't care less.
Equal 50/50	20	3.5	• 50/50 for new names. • As a long as there is a 50/50 split I think "no effect" is the best outcome.
Not bilingual	12	2.1	• Each street should only have one language to name it e.g. not a Welsh and an English version for the same street as has the potential for confusion. There are exceptions of course, - Queen Street in Cathays and other major streets could be named bilingually but I think the default option for most streets should be that they are named in one language or another only. • Welsh street names should be in Welsh only and English street names should be in English only. Having bilingual signs makes it harder to read and causes confusion when looking for a street with an English name.
Waste of money /time	11	1.9	• Just stop wasting money and time and don't do it. No one cares about welsh street names, hardly anyone cares about the welsh language, it's just a policy driven agenda for a few. The majority of people couldn't care less whether the street name is in English or welsh and actually find welsh street names harder to remember which is logical because it's hardly anyone in Cardiff's first language. • Street names should not be a tool for the Welsh language. Cardiff is predominantly English speaking or Ethnic. Money is being wasted by having dual language on signs.

Negative effect on other languages/cultures	7	1.2	• Why does there need to be a positive effect? More people in Cardiff speak Somali than Welsh. What about the negative effect on other languages and cultures? I.e. Butetown has a long history with Somali immigrants, will their heritage be included in the naming process? In re to place making.. again does the gentrification of the Cardiff Bay area not negatively effect and impact those communities who have lived there? • Non Welsh speakers will feel not included.
Misc.	64	11.2	• Please take extra care to make sure the names work perfectly in Welsh, it is a national embarrassment that so many signs in an official language of Wales are often misspelled, poorly translated or sometimes pure nonsense! • Careful planning • Replacing street names signs which are damaged or even just cleaning them. No sign can be recognised clearly. • A vote?

NB. Percentages do not sum to 100% because answers could fall into more than one category

10. Please explain how you believe the proposed policy could be amended to increase positive effects on the use of the Welsh language?

Respondents were asked to suggest amendments to the proposed policy in order to increase positive effects on the use of the Welsh language. The themes covered, along with a sample of the comments, can be seen below:

<i>*In total 486 valid comments were received which comprised of 382 English comments and 104? Welsh comments</i>			
Theme	No. of comments	% of comments	Example Comments
Street Names Should be Welsh Only / Welsh Given Priority	83	17.1	• All street names should be in Welsh. • Ensure that all NEW street names in Cardiff are in Welsh to create a new and fresh identity that is different from cities in England. • No more English names. • Use more welsh names rather than English. • Only welsh language street names for new streets.
Reflecting local heritage/relevant to location/community	67	13.8	• Using words that have historical context to teach people heritage or maybe relate geographically to the location. • I agree that street names should reflect the area or adopt old street names that were once in place, close to the development and that Welsh names should be prioritised. • I believe street naming should be related to local historical and cultural context not to pay lip service to the Welsh language. • More welsh names connected to history. Rhiwbina is the clear example of this. Places connected to the industrial past and historical past. • Historical or community context for name choice information given.

Waste of money / time / not important	56	11.5	• The Welsh language is being thrust on the people of Wales at huge cost. There are far more worthy causes to spend valuable resources than the Welsh language. A language should survive on its own merits and if it doesn't then that should be accepted. • There is no benefit to increasing the use of Welsh language - just creates more complexity and bureaucracy which creates more government waste in an already stretched system. • Spend the money on disadvantaged populations in the city and just name new streets as they come up. • Just forget it and leave it for Welsh speaking areas. • Most people only speak English even those that speak a bit of Welsh speak English do why go to the extra cost.
The policy would reinforce the welsh language	47	9.7	• The greater use of Welsh names would promote a stronger national identity and allow Welsh language to flourish and recognition of Welsh iconic figures. • Identifying the Welsh Language with the places we live. • By keeping Welsh language alive in naming more streets in Welsh and keeping past history in street naming. • To use a cliché: it will raise the profile of the Welsh language in the capital city and help ensure that everyone understands that the Welsh language has a continuous history in the city.

Would encourage / help people to learn the language	43	8.8	• If all street names were Welsh, it would make people more aware of Welsh... and perhaps spur them into learning it. • As people will know the translation of a street name and it is also educational for children or adults learning Welsh. • If school pupils and students that opt to study Welsh are given preference in terms of the naming of streets, this could serve as a motivation to increase engagement with the Welsh language. • Seeing street names means that learners have more exposure to Welsh.
Ability to use/pronounce/understand the Welsh Language	34	7.0	• Help with the pronunciation (maybe as smaller wording underneath in brackets). • Pronouncing welsh words, place names and historical figures. • Ensure that place names are chosen based on the region's history and wherever possible that English names can be translated into Welsh and vice versa.
Bilingual Signage	29	6.0	• Full bi-lingual signage. • Dual Signage, Bilingual Information
Involve local communities/history groups/young people in decision making	27	5.6	• Ask people who live in the areas their preference and include them in the decision making process rather than informing them of what is going to happen. • Ask the school children as they are the future but include all schools not just welsh medium. Also, you should liaise with the elderly - they have a lot to input.

Stop forcing the welsh language on people	24	4.9	- Forcing Welsh upon people does not win hearts and minds. - I believe that forcing Welsh on to a population composed of mainly English speakers will have few if any positive effects on the use of the Welsh language.
Street Names Should be English Only / English Given Priority	19	3.9	- It shouldn't be, all streets should have ENGLISH names! - Two ways, drop the welsh language which is dead on its feet anyway and learn from England.
Against Welsh Language Street Naming	13	2.7	- Don't rename streets. - Drop the idea to changing any existing streets. Stick to new developments if you really must do it at all.
More Details Required	13	2.7	- I'm not familiar enough with the policy to make a comment on this. - I have no idea! I don't know what this policy is...
The residents of Cardiff don't speak Welsh	7	1.4	- I do not believe there is a need to increase welsh language in Cardiff - the majority speak English and always will! - By not using welsh language street names in a predominantly English speaking city (using welsh names is getting peoples backs up against the welsh language.
In Favour of the Street Naming Policy	4	0.8	I think current proposal strike the right balance.
Clear / Good street signs are important	4	0.8	Heritage signs maintained well and well sign posted off motorway. Signs should be clean.

Produce a Leaflet / Booklet	2	0.4	• Publish a leaflet with phonetic pronunciation of Welsh street names, with some information about the 'history' of the street.
Existing Street Names Should Remain As They Are	2	0.4	• I think streets that have existing names should keep their existing names rather than be changed but have a bilingual sign. For example "Marine Terrace" in Criccieth is also called "Min-y-Mor" and its street sign shows both.
Misc.	91	18.7	• I don't think there should be Gerrymandering to promote fake positive effects-if Welsh is a viable language it will prosper naturally. • Keep it simple. • Thumbnail sketches of individuals behind new news on dedicated local authority website page. • It cant. • Tough question. Difficult decisions on which welsh words and names to use.

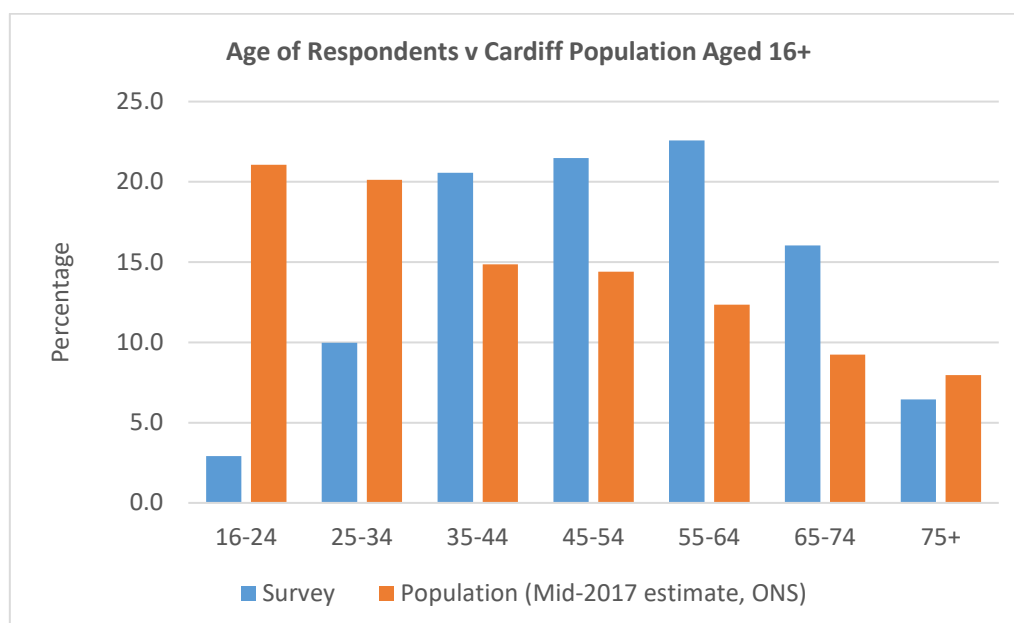
NB. Percentages do not sum to 100% because answers could fall into more than one category

About You

This section contains information on those participating in the survey. The main areas of note are:

- Those age under 35 and 75+ were underrepresented by the survey, whereas those aged 35-74 were overrepresented.
- Respondents to the survey from outside Cardiff (85.6%) were more likely to consider themselves to be Welsh than those residing in Cardiff (75.1%).
- The Welsh language skills of those participating in the survey are much higher than for the Cardiff population as a whole, suggesting that a disproportionate number of Welsh speakers have completed the survey. This is especially true for those residing outside of Cardiff.
 - Only 32.5% of all respondents stated that they had no Welsh language skills, with this figure falling to just 20.0% for non-Cardiff residents. However, according to the 2011 Census, almost nine-tenths (87.2%) of Cardiff residents aged 16+ stated that they had no skills in Welsh. In addition, according to the 2017/18 National Survey for Wales, 76% of those aged 16+ in Cardiff cannot speak Welsh, while only 11% speak Welsh and 13% have some Welsh speaking ability.
- Ethnic minorities were underrepresented by the survey – 93.9% of respondents who provided an ethnic group identified themselves as White: Welsh/English/Scottish/Northern Irish/British; significantly above the comparative figure of 82.1% for the Cardiff population aged 16+ (2011 Census).

12. What was your age on your last birthday?



13. Are you...?

	Survey		Mid-2017 Population Estimate (% of those Aged 16+)
	No.	%	
Male	639	52.8	49.0
Female	570	47.1	51.0
Other	2	0.2	-
Prefer not to say	46	-	-
Total	1,257	100.0	100.0

NB. Percentages exclude those that answered 'Prefer not to say'

14. How many children live in your household?

	Age under 4		Aged 4 - 18	
	No.	%	No.	%
0	850	89.7	752	75.0
1	69	7.3	122	12.2
2	22	2.3	89	8.9
3	0	0.0	21	2.1
4	3	0.3	7	0.7
5+	4	0.4	11	1.1
Total	948	100.0	1,002	100.0

15. Do you identify as a disabled person?

	No.	%
Yes	106	8.6
No	1,069	86.5
Prefer not to say	61	4.9
Total	1,236	100.0

16. Please tick any of the following that apply to you:

	No.	%
Long-standing illness or health condition (e.g. Cancer, HIV, diabetes or asthma)	132	40.7
Mobility impairment	67	20.7
Deaf / Deafened / Hard of hearing	64	19.8
Mental health difficulties	46	14.2
Visual impairment	26	8.0
Learning impairment / difficulties	9	2.8
Wheelchair user	7	2.2
Other	11	3.4
Prefer not to say	69	21.3
Total Respondents	324	-

NB. Percentages do not sum to 100% because respondents could select more than one option

17. Do you regard yourself as belonging to any particular religion?

	No.	%
Yes	473	38.2
No, no religion	662	53.5
Prefer not to say	103	8.3
Total	1,238	100.0

18. If yes, please specify:

	No.	%
Christian (Including Church in Wales, Catholic, Protestant and all other Christian denominations)	434	91.9
Buddhist	8	1.7
Muslim	5	1.1
Hindu	2	0.4
Sikh	1	0.2
Jewish	0	0.0
Other	13	2.8
Prefer not to say	9	1.9
Total	472	100.0

19. How would you describe your sexual orientation?

	No.	%
Heterosexual/straight	911	76.6
Gay man	55	4.6
Bisexual	53	4.5
Gay woman/Lesbian	13	1.1
Other	6	0.5
Prefer not to say	152	12.8
Total	1,190	100.0

20. Do you consider yourself to be Welsh?

	No.	%
Yes	917	76.0
No	289	24.0
Total	1,206	100.0

	Cardiff Residents		Non-Cardiff Residents	
	No.	%	No.	%
Yes	825	75.1	89	85.6
No	273	24.9	15	14.4
Total	1,098	100.0	104	100.0

21. How would you describe your Welsh language skills?

	No.	%
Fluent	331	27.3
Moderate	96	7.9
Basic	229	18.9
Learner	163	13.4
None	394	32.5
Total	1,213	100.0

	Cardiff Residents		Non-Cardiff Residents	
	No.	%	No.	%
Fluent	280	25.4	49	46.7
Moderate	90	8.2	6	5.7
Basic	209	18.9	20	19.0
Learner	154	13.9	9	8.6
None	371	33.6	21	20.0
Total	1,104	100.0	105	100.0

22. What is your ethnic group?

Ethnic Group	Survey		Census 2011 (% of Those Aged 16+)
	No.	%	
White:	1,120	97.6	86.7
Welsh/English/Scottish/Northern Irish/British	1,078	93.9	82.1
Irish	8	0.7	0.9
Gypsy or Irish Traveller	1	0.1	0.1
Other	33	2.9	3.7
Mixed/Multiple Ethnic Groups:	13	1.1	2.2
White and Black African	1	0.1	0.4
White and Black Caribbean	3	0.3	0.8
White and Asian	5	0.4	0.5
Other	4	0.3	0.5
Asian/Asian British:	8	0.7	7.3
Bangladeshi	1	0.1	1.1
Chinese	0	0.0	1.2
Indian	4	0.3	2.3
Pakistani	2	0.2	1.5
Other	1	0.1	1.2
Black/African/Caribbean/Black British:	6	0.5	2.0
African	3	0.3	1.2
Caribbean	2	0.2	0.4
Other	1	0.1	0.4
Other Ethnic Group:	1	0.1	1.7
Arab	0	0.0	1.1
Any other ethnic group	1	0.1	0.6
Prefer not to say	53	-	-
Total	1,201	100.0	100.0

NB. Percentages exclude those that answered 'Prefer not to say'

Appendix A – Citizen’s Panel

Join the Cardiff Citizens' Panel and have your say on the future of the city!



What is Cardiff Citizens' Panel?

Cardiff's Citizen's Panel is currently made up of **5,000** representative members of the public across the city. The Panel is used to inform Cardiff Council and other public services about public opinion and can help provide views on a wide range of issues.

What are the benefits of being on the Citizens' Panel?

-  **You can help shape local decision making Your**
-  **views are heard by decision makers**
-  **You can find out new ideas and plans for Cardiff**
-  **You are representing your community**
-  **You can take part in focus groups and events**

What do Panel members do?

Panel members complete up to five questionnaires a year - you can choose to complete either paper questionnaires sent to your home or electronic surveys on our website.

Panel members are also invited to attend group discussions or workshops on particular issues they're interested in. Recent examples of topics include the consultation on the Ask Cardiff Survey 2017, Keep Cardiff Moving 2017, Budget Consultation 18/19, Employment Services and Building Resilient Communities Survey and 'Let's Talk' survey for Cardiff and the Vale of Glamorgan.



What happens to the feedback Panel members provide?

All Panel responses are written up into a report to let decision makers know public opinion. You will also receive regular feedback with a summary of results of the questionnaire and how these results are being used to influence decision making.

What about confidentiality?

The information you provide will be used to ensure that the Cardiff Citizens' Panel is representative and so that we can invite you to community events run by the Council and its partners working in Cardiff. It will be processed in accordance to the Data Protection Act, with all information treated in the strictest of confidence and will not be sold or handed on to any other organisation for marketing purposes. We will keep your details on file but will delete those details should you ask us to in writing.

How long would I be a Citizens' Panel Member for?

We ask that you join the Panel for three years at which point we will 'refresh' the Panel to give other members the opportunity to give their views.

What if I change my mind about being on the Panel?

If you join the Panel but then decide you no longer want to take part, just let us know!

How do I join the Cardiff Citizen's Panel?

To join the Panel you must be over 18 and live in the Cardiff local authority area - if you qualify, please complete our application form online at

<http://www.cardiff.gov.uk/citizenspanel>

or email

CardiffDebate@cardiff.gov.uk

to request a copy.

Appendix B - Councillor Comments

In addition to the consultation there were also two emails received from Local Councillors:

Comment 1

“What is unclear is that where a new site consisting of say 20 roads is constructed, how the Welsh/English ratio in naming is calculated. My instinctive choice would be 50/50. But the Council’s policy is unclear to me. There needs to be a proportional approach.”

Comment 2 (In response to the comment above)

“I would echo the comments and observations of my colleague”

Appendix C – Local Resident Comments

There was also 2 emails received from local residents:

Comment 1

"Dear friend,

Just a note to say that the new policy of giving Welsh names only to all new streets being built in Cardiff is excellent. Keep at it!"

Comment 2

"Dear Friends,

I would like to congratulate you on the intention to ensure Welsh language names on new streets. I very much hope as well that we'll be able to see the familiar Welsh language names on signs that are already used on old streets.

Yours sincerely"

Comment 3

"I agree with the Council's intention to work 'towards parity of usage between Welsh street names and English street names across the city'. I also agree with the intention to adopt 'a Welsh name that's consistent with the heritage and local history of an area' for each street. Cardiff has a rich toponymic heritage and in the areas of new developments, there are plenty of historic Welsh names (farmsteads and fields).

However, I would like to make another important point, that being that the Welsh place names are part of Cardiff English speakers' heritage as well (and part of the heritage of other language speakers). Welsh names have been borrowed by Cardiff English for centuries, and Prof Peter Wynn Thomas has noted that they form part of the 'most important body of examples of quite a rare phenomenon: words that were borrowed from Welsh into English'. (The situation with regard to borrowing in the other direction is very different, of course; the English influence on Welsh is expansive in numerous ways.)

In this category of historic names that have been lent to Cardiff English is Cardiff itself and names such as *Cyncoed*, *Gabalfa*, *Lisvane*, *Maindy*, *Mynachdy*, *Pentrebane*, *Radyr*, *Rhiwbina*, *Roath*, *Wentloog* and a number of other names. The way in which these names have been borrowed, from Welsh to English, and adapted with regard to pronunciation and/or spelling, is an unique part of the English language culture in Cardiff. In that respect, Welsh names have enriched that culture.

Although Welsh street names are not as common as English streets in Cardiff, there are examples of using Welsh names in a number of areas. In Grangetown, you have streets such as *Coedcae*, *Llanbradach*, *Clydach*, and *Abercynon* (through the influence of the Bute family), amongst others. In Splott, there are streets called *Aberystwyth* and *Aberdovey*, for instance, and in Gabalfa you have *Aberteifi* and *Aberporth* as street names. Prof. Nicholas Coupland (1984) has discussed how the people of Cardiff would pronounce these names in a variety of ways that is unique to the city.

To summarise, history shows that Welsh names have become the property of everybody in the city, and a unique part of Cardiff English. As well as affording us the opportunity to safeguard historic Welsh names, this policy would allow the people of Cardiff that do not speak Welsh to own that inheritance in their own way.

Coupland, Nicholas. 1984. Social and linguistic considerations in the pronunciation of Welsh place-names in Cardiff. *Papurau Gwaith Ieithyddol Cymraeg Caerdydd / Cardiff Working Papers in Welsh Linguistics*, 3, 31–44

Thomas, Peter Wynn. 1992. Ynganiadau gwael a llygriadau: ffurfiau Saesneg ar enwau priod Cymraeg. *Papurau Gwaith Ieithyddol Cymraeg Caerdydd / Cardiff Working Papers in Welsh Linguistics*, 8, 71–92”

Appendix D – Letter / Petition

A total of 120 unique signatories were received in relation to the letter / petition:

Dear Cardiff Council,

We welcome the council's decision to ensure that all new streets to be built in Cardiff will have a Welsh only name. However, I feel there is room for the council to improve this draft policy, by adding a number of clauses to strengthen it and which will be a clear reflection of local heritage, linguistically and historically:

New developments

The council should ensure that all new developments have a Welsh only name, including estates and new areas.

The council should insist that development companies have Welsh language names for any development, at the beginning of the development process, in order to resolve the issue of developments having temporary names that become common names for new developments, such as the Regency Park example to the north of the city.

The council also needs to look at the wider effect of its planning policy and how that undermines the general principle.

Streets in the City Centre

The section concerning the 'bilingual' street names on the main routes into the city centre and the Cardiff Bay area should be revisited.

It should be ensured that all streets in these areas show the historical Welsh language names, which are not currently shown on signs. For example, 'Heol y Fuwch Goch' should be used for 'Womanby Street': Heol y Plwca for 'City Road'

Restoring Welsh language Names to streets that already exist that have monolingual English names

I also believe that a process should be in place to reconsider monolingual English street names that exist already.

Yours faithfully,

Appendix E – Letter / Petition

A slightly amended version of the letter with additional comments included was also sent by one individual:

Dear Cardiff Council,

I welcome the council's decision to ensure that all new streets to be built in Cardiff will have a Welsh only name. However, I feel there is room for the council to improve this draft policy, by adding a number of clauses to strengthen it and which will be a clear reflection of local heritage, linguistically and historically:

New developments

The council should ensure that all new developments have a Welsh only name, including estates and new areas.

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Restoring Welsh language Names to streets that already exist that have monolingual English names

I also believe that a process should be in place to reconsider monolingual English street names that exist already. E.g.:

Caewal Road = **Heol Cae Wal**

St Michael's Road = **Heol Sant Mihangel.**

Incorrect or monoglot English signs should be corrected. E.g. Yr Aes = Yr Ais. Thornhill Crematorium = Amlogfa'r Ddraenen. Llandaff = Llandaf

Place names on signs shouldn't be abbreviated. E.g.: Pen y Bont = Pen-y-bont ar Ogwr

Cardiff City Emblem. Welsh needs to be placed above the English.

Any name or sign when it's absolutely essential to use both languages: Welsh should be placed first. That is: above the English, or to the left.

Appendix F – Welsh Language Commissioner Letter



Matthew Wakelam
Cynlluniau@caerdydd.gov.uk

11/03/2019

Dear Matthew Wakelam,

Street Naming Policy Consultation

I'm writing to congratulate you on the Street Naming Policy that you are currently consulting upon. I welcome your intention to give Welsh names only to streets in new developments and to establish a panel to give you expert and strategic advice as you undertake the task. I also welcome your intention to give bilingual names to the main routes into the city centre, to areas within the city centre and Cardiff Bay and I encourage you to be ambitious when creating any new Welsh names. This policy provides the perfect opportunity to coin forms which will educate users about the rich history of the Welsh language in Cardiff instead of merely translating the English forms in current circulation.

In relation to point 1.2.3 in particular, the policy would be further strengthened by including a direct reference to the Welsh Language Commissioner's responsibility to standardise Welsh Place-names and including a hyperlink to the [List of Standardised Welsh Place-names](#) published on our website. It would also be valuable to refer to the [Guidelines for Standardising Welsh Place-names](#) that guide our panel's work: although these Guidelines deal mainly with settlement names, they do include principles that are equally relevant to street and property names. In addition, some street names will include the names of other settlements or locations in Cardiff and beyond so it's important to ensure that those elements are spelt consistently. We would encourage you to reference these resources in a prominent place on your website and refer to them as part of your planning processes in order to raise developers' awareness of them. I would also like to draw your attention to the guidance section on our website that includes advice for developers and local authority officers relating to naming new development and including place-names on signage.

Including a reference to the [List of Historic Place-names](#) would also strengthen the policy further. I'm aware that several local authorities refer developers to this list early on in the

Comisiynydd y Gymraeg
Siambrau'r Farchnad
5-7 Heol Eglwys Fair
Caerdydd CF10 1AT

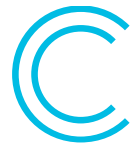
0345 6033 221
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Croesewir gohebiaeth yn y Gymraeg a'r Saesneg

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Welsh Language Commissioner
Market Chambers
5-7 St Mary Street
Cardiff CF10 1AT

0345 6033 221
post@welshlanguagecommissioner.wales
Correspondence welcomed in Welsh and English

welshlanguagecommissioner.wales



Comisiynydd y
Gymraeg
Welsh Language
Commissioner

planning process in order for them to seek suitable historic names before unsuitable marketing names start to gain currency. I should emphasise, however, that this is a list of *historic* names and that the forms will not have been standardised. We would be more than willing to advise you regarding how to represent these names in modern and standardised Welsh should you require.

I would also like to suggest that the advice in 4.6 regarding renaming properties could be strengthened by emphasising that there may be historic or linguistic significance to the existing names of properties and that you will urge people to reconsider renaming some historic names. This is common practice in some local authorities and although the problem is not as apparent in an urban area like Cardiff there is a risk that some important names could be lost. The annex to the [Historic Environment Records in Wales: Compilation and Use](#) document provides further guidance on how to consult the List of Historic Place-names when considering renaming applications. Your proposed naming panel may also be able to advise you regarding which names are of special historic significance.

I wrote to the Chief Executive in 2018 to note my eagerness to review the entries in the List of Standardised Place-names on-line for Cardiff. Indeed, it would be timely for you to ensure that they are current and correct before you start to implement this policy. Dr Eleri James, the senior officer responsible for the standardisation project, would be more than willing to discuss this further with you: eleri.james@cyg-wlc.cymru.

I look forward to learning what your next steps will be in relation to this work and I would appreciate it if you would send Eleri James an update once this policy has received the necessary approval and is in operation. We will be very interested in learning more about the implementation of the policy and its results in due course.

Yours sincerely,

Meri Huws
Welsh Language Commissioner