

CABINET

Date of Meeting	Tuesday, 15 th October 2024
Report Subject	New Brighton – Adoption of a Welsh Name
Cabinet Member	Cabinet Member for Education, Welsh Language, and Culture
Report Author	Chief Officer (Education and Youth)
Type of Report	Operational

EXECUTIVE SUMMARY

The Welsh Language Commissioner (WLC) is responsible for providing advice on Welsh place-names to individuals and organisations and has established a panel of experts, the Place-names Standardisation Panel, to advise on standard forms of Welsh place-names. Local authorities are ultimately responsible for deciding on the forms they use for local place names.

The local Ward Member for New Brighton, following consultation with residents, has approached the Council to request a Welsh form of New Brighton, “Pentre Cythraul”. The WLC supports the adoption of a Welsh form of New Brighton but recommends “Pentre Cythrel” as the standard name.

Adopting a Welsh form of New Brighton will support the Council’s Welsh Language Promotion Strategy by increasing the visibility and normalising the use of Welsh.

RECOMMENDATIONS

1	Cabinet consider and approve adopting “Pentre Cythrel” as the recognised Welsh form of New Brighton and asking the Welsh Language Commissioner to include this in the standardised list of Welsh place-names.
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REPORT DETAILS

1.00	EXPLAINING THE WELSH PLACE NAME FOR NEW BRIGHTON
1.01	The Welsh Language Commissioner (WLC) is responsible for providing advice on Welsh place-names to individuals and organisations and has established a panel of experts, the Place-names Standardisation Panel (the Panel), to advise on standard forms to be used.
1.02	The Panel follows specific guidelines and gives due regard to the meaning, history and etymology of place-names as well as current usage when forming its recommendations. However, local authorities are ultimately responsible for deciding on the forms they use for local place-names.
1.03	<p>The Place-names Standardisation Panel aims to:</p> <ul style="list-style-type: none">• ensure consistency in the spelling of place- nationwide, which supports effective and accurate maps, signage and on-line search engines;• avoid multiplying forms i.e. having more than one form of a place-name; and• respect the principles of standard modern Welsh language orthography.
1.04	Following the WLC’s publication of the list of standardised place names in 2018, the Place- names Standardisation Panel was contacted by members of the public and organisations requesting they consider “Pentre Cythraul” as the Welsh form of New Brighton. The Panel says this is a matter for the local authority.
1.05	<p>The local Member for New Brighton ward approached Flintshire County Council to request “Pentre Cythraul” be adopted as the Welsh form of New Brighton.</p> <p>The Member consulted with local residents in New Brighton village on their views of a Welsh form of New Brighton. Of the 38 respondents to the consultation, 33 agreed to the adoption of “Pentre Cythraul” as the Welsh form of New Brighton. Five respondents objected on the basis of the negative meaning of “Cythraul” – devil/demon and difficulties pronouncing Welsh words.</p> <p>At their meeting in September 2021, the Community Council agreed to use “Pentre Cythraul” in signage for the recreational area.</p>
1.06	“Pentre Cythraul”, has been recognised and used locally as the Welsh form of New Brighton for many years. It is recognised by the Driver and Vehicle Licensing Agency (DVLA), as it is included on driving licences, is

	used by Royal Mail, and is already included in local signage. For example, New Brighton Community Centre.
1.07	<p>The name “Pentre Cythraul” stems from the village’s association with the landowning Catherall family.</p> <p>A more detailed history of the Welsh form of New Brighton has been provided by the WLC and is included as Appendix 1.</p>
1.08	<p>The WLC has indicated support for the use of an official Welsh form of New Brighton, but prefers “Pentre Cythrel” (rather than “Pentre Cythraul”), <i>“as the name is an oral development of 'Catherall' and reflects how the name is pronounced locally; using ‘cythraul’ would be a further step away from the original colloquial name”</i>.</p> <p>Local residents who use the Welsh name “Pentre Cythraul” are supportive of the Panel’s suggestion of “Pentre Cythrel”.</p>
1.09	The Welsh name “Pentre Cythrel” will also address the objections raised in the consultation and the negative association of “Pentre Cythraul” (Devil’s Village).
1.10	Formally recognising a Welsh form of New Brighton will support the Council’s Welsh Language Promotion Strategy by raising the visibility of the language. It also ensures Welsh is treated equal to English.
1.11	<p>Adopting a Welsh name would not incur any additional costs as signage can be changed as and when it is renewed.</p> <p>The Local Land and Property Gazetteer (LLPG) would need to be updated to reflect the change. The LLPG informs all the statutory necessary bodies, including Ordnance Survey and Royal Mail.</p>
1.12	If supported by Cabinet, the WLC will need to be informed of the decision to ensure the Welsh name for New Brighton is included in the official published standardised list of place names.
1.13	Once approved there will need to be communication with the local community to inform them of the standard Welsh name for New Brighton and to explain the rationale for the decision.
1.14	<p>The Panel has also raised some queries on other Welsh place-names in Flintshire, such as spellings, use/lack of hyphens in some place names and is asking the Council to consider these.</p> <p>A working group comprising key officers is being established to look at these issues and will engage with relevant Town and Community Councils.</p>

	Further reports will be presented to Cabinet at a later date on recommendations to accept or reject the suggestions.
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2.00	RESOURCE IMPLICATIONS
2.01	There are no resource implications, as signage is renewed it will be replaced with bilingual signage to include the new Welsh name.

3.00	IMPACT ASSESSMENT AND RISK MANAGEMENT	
3.01	A Welsh Language impact assessment has been undertaken. A Welsh name for New Brighton will have a positive impact by raising the visibility of the Welsh language and ensure the Welsh language is treated equal to the English language.	
3.02	Ways of Working (Sustainable Development) Principles Impact	
	Long-term	Positive - safeguarding the Welsh language for future generations through raising the visibility of Welsh through bilingual signage.
	Prevention	Positive – through normalising and formalising the use of Welsh place-names.
	Integration	No change
	Collaboration	No change
	Involvement	The local Member for New Brighton Ward has consulted with the residents. The WLC has shared views on an appropriate Welsh name for New Brighton.
3.03	Well-being Goals Impact	
	Prosperous Wales	No impact
	Resilient Wales	No impact
	Healthier Wales	No impact

	More equal Wales	Positive - through ensuring that the Welsh language is treated no less favourably than the English language.
	Cohesive Wales	No impact
	Vibrant Wales	Positive - through promoting the Welsh language
	Globally responsible Wales	No impact

4.00	CONSULTATIONS REQUIRED/CARRIED OUT
4.01	The local Member for New Brighton Ward consulted with residents, of the 38 respondents 33 were in favour of a Welsh name for New Brighton.

5.00	APPENDICES
5.01	Appendix 1 – WLC's notes on a Welsh name for New Brighton.

6.00	LIST OF ACCESSIBLE BACKGROUND DOCUMENTS
6.01	Welsh Language Commissioner Standardised Welsh place-names
6.02	<p>Integrated Impact Assessment</p>  <p>Summary IIA Pentre Cythrel.docx</p>

7.00	CONTACT OFFICER DETAILS
7.01	<p>Contact Officer: Fiona Mocko, Strategic Policy Advisor Telephone: English 01352 702122 Welsh 01267 224923 E-mail: Fiona.mocko@flintshire.gov.uk</p>

8.00	GLOSSARY OF TERMS
	Local Land and Property Gazetteer (LLPG) - is the central corporate database for all addressing used in an authority and is recognised by central government and emergency service. The local database is

	combined at a national level to form a national database. A key identifier in the database is the Unique Property Reference Number (UPRN) which is a unique identifier for every addressable location in Great Britain.
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