



2023-2024

Management Board and ACW Report #20

Period covered: 1 January – 31 March 2024

Picture: Poetry at the Senedd: Singing the Sun in Flight

Photo Credit: Mefus Photography



Llenyddiaeth
Cymru
Literature
Wales

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An explanation of this report

This report is an amalgamation of the Arts Council of Wales Funding Requirements proforma and our internal reporting requirements which detail the impact we hope to achieve.

The Arts Council of Wales set targets only offer a small snapshot of the work we deliver. In addition, we have a rigorous impact monitoring process which shows how all our programmes contribute towards our 7 Goals. In all Organisational Reports we will be highlighting one goal per quarter to delve into the stats and stories we've gathered. Each report also includes an overview of our Learning Points from the period in question.

Attached to our strategic plan are many operational action plans; Fundraising, HR, Partnerships & Legacy, Sustainability, Finance, EDI and Communications. Within these are SMART goals for each year. We measure our progress against these quarterly, and in each organisational report we will include an overview of key progress made/deadlines missed in the quarter.

Update from Artistic & Executive Director

During our last organisational report we were waiting to hear about the fate of our funding, following a 10.5% cut to the Arts Council's budget by the Welsh Government. We are grateful to the ACW for only passing on a 2.5% cut to Literature Wales and the other multi-year funded organisations, especially as concerns continue to grow about the future of the creative industries, culture and heritage sectors in Wales. Despite our relatively small cut, we anticipate challenges ahead as we navigate partnerships with organisations that have been hit, an increase in the cost of living and services and having to operate within an anxious arts sector.

Despite the cuts, our priority remains to support our writers, and in March, we renewed this commitment by calling on the literary community to pay writers fairly, and by issuing fee guidelines. These guidelines sit within a wider set of actions we take, in line with our values, set out in [Our Pledge](#).

Beyond offering work to freelance writers, we provide short and long-term training programmes and opportunities annually for writers to improve their craft, to demystify the publishing process, and to train as literary facilitators to deliver activities in the community – often for health and well-being outcomes. These programmes also serve to bring together creative individuals to forge networks, to encourage peer-to-peer support, and to support experimentation and innovation in the artform of literature. Several of these programmes are featured this quarter in our Activity Highlights section. Some of this work was celebrated in a special Literature Wales showcase event at the Pierhead building in Cardiff Bay in March. Our last of four **Dihuno'r Dychymyg | Singing the Sun in Flight Poetry at the Senedd** event featured our ED, Claire Furlong, and poets Grug Muse, Hanan Issa and Ifor ap Glyn musing on the magic of Tŷ Newydd and our other writer development programmes. A wonderful way to celebrate an end to a lively year of activity.

Leusa Llewelyn, [Artistic Director](#)
Claire Furlong, [Executive Director](#)



Highlights

Activity

- 6 **Tŷ Newydd Digital Taster Courses** were announced and ran over Q4 covering a range of genres including flash fiction, poetry and writing Queer Love.
- **Representing Wales 3** held its final free webinar, open to the public, on developing resilience as a writer.
- The application window for Hay Festival's **Writers at Work 2024** – run in partnership with Literature Wales - closed during Q4, attracting 125 high-quality applications.
- **Bardd Plant Cymru**, Nia Morais, hosted children's literature sessions at Kolkata Literature Festival, as part of the Welsh Governments Wales in India initiative.
- The fourth Poetry at the Senedd event – **Dihuno'r Dychymyg | Singing the Sun in Flight** - was held in March, focusing on our Writer Development work featuring Grug Muse, Hanan Issa and Ifor ap Glyn.
- **Tŷ Newydd** welcomed 10 women and/or individuals from a marginalised genders for a Welsh-language retreat weaving together music, poetry and spoken word, as part of a strategic course.
- *(Un)Common: Anthology Of New Welsh Writing - Representing Wales 2's* anthology announced and available for [pre-orders](#)

Operations

- This quarter we published '[Our Pledge](#)', which outlines a series of actions we will take as an organisation to work in line with our values. This includes advocating for and committing to fair fees for freelance writers, building on research we have undertaken with Aberystwyth University Centre for Creativity, Leadership and Regional Economies.
- Recruitment for the position of Events and Communications Executive was successfully concluded, and Mirain Llŷn Roberts joined the team in this role at the end of the quarter.
- Internal presentations have continued during our regular staff meetings, including on Literature Wales' activity (this quarter included a presentation on Children's Laureate Wales) and Operations (including a session on creating accessible documents).
- Literature Wales Trustees met again in February where they welcomed a new member to the Board of Trustees, Mohamed Hassan.
- Members of staff from the Cardiff Office received Fire Safety Training. Pending the results of their examination, staff members will receive a HABC Level 2 Award in Fire Safety- a qualification in the management of fire safety in the workplace.
- All staff completed their Performance Development Review (PDR) this quarter. This annual process gives staff an opportunity to celebrate their successes over the past year and consider their professional development in the year to come.
- We agreed on targets, including activity and operations outcomes and outputs, for reporting to the Arts Council of Wales (ACW). These targets form the basis of our multi-year funding agreement with ACW and will ensure we are delivering on our organisation's aims and are collecting evidence to demonstrate the impact of our work.



In partnership with S4C and Rondo, a [new video poem](#) was shared to mark Cranogwen's birthday.



Writing Well facilitators' training programme's [mentors](#) announced



[Five poets](#) were selected as part of the Pencerdd programme, to develop their craft of cynganeddu.



Literature Wales [announces pledge](#) for fair writers' fees.



Welsh and English language judges of the 2024 [Wales Book of the Year](#) award were announced.



A [community sculpture](#) was revealed in a celebration event in Cae'r Gors, as part of Lit in Place.

Our Place in the Sector

This last quarter has been a rocky one for the arts and culture sector as it responds to huge cuts in government funding (e.g. 10.5% cuts to Arts Council Wales and Books Council of Wales). Many organisations are going through difficult restructuring processes and examining their place in the sector. Whilst the direct impact to us is relatively light, this uncertainty has had a huge impact in our planning processes and partnerships.

This quarter we undertook a consultation process on the future of Wales Book of the Year, with Books Council of Wales, Cyhoeddi Cymru, Cwlwm Cyhoeddi and other stakeholders. Whilst we lead on this project, it's valued by the whole publishing sector in Wales so we checked in about priorities, in the face of a standstill budget for the programme. There was consensus on the broad shape and scope of our delivery, but some useful insights to take on board, such as providing info packs to booksellers/event organisers about the shortlist, and prioritising support to publishers to arrange add-on events for their authors.

Our team continued to advise other literary organisations on project development during the last quarter including; supporting National Literacy Trust develop their young readers programme, supporting the development of the Jerwood Poetry Awards, and help with the launch of #readforempathy with Empathy Lab.

We were also pleased to support the Future Generations Commissioner with their international work in March with a presentation to European Union National Institutes of Culture about how the Future Generations Act informs our strategy.

On a smaller scale, but just as important, is the work we've been doing to support a Heritage Lottery Fund and other applications for community work in Llanystumdwy which has benefitted from our knowledge of the sector.

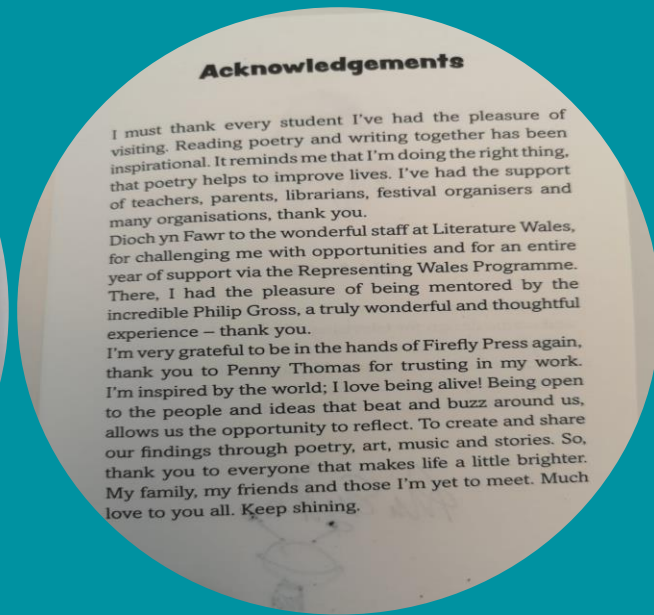
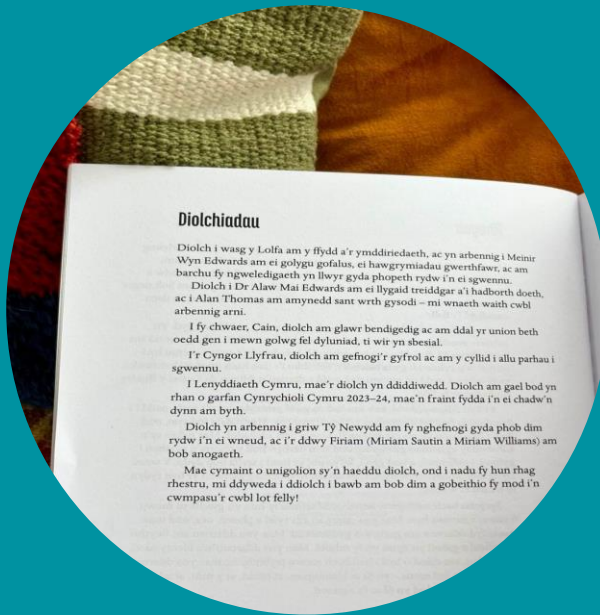


Pupils from Ysgol Llanystumdwy with singer-songwriter Yws Gwynedd; Rob Page, Wales (Men) Manager; and Ian Gwyn Hughes from FA Wales. Made possible through Literature Wales' support in a funding application on behalf of Menter y Plu; Ysgol Llanystumdwy, and Llanystumdwy FC. Photo credit: FA Wales

As the 2023/24 financial year ends, it is good to reflect on the experiences of those who matter most; the writers, participants and facilitators we support.

It was wonderful to see Literature Wales being publicly mentioned in such high regard recently by three writers we've worked closely with over the past few years.

Sioned Erin Hughes mentioned both Tŷ Newydd and Literature Wales in the acknowledgements for her new book *'O'r Rhuddin'* (Y Lolfa). Pictured on the left.



And we were equally touched to receive another acknowledgement from Children's Laureate Wales, Alex Wharton in his latest book *'Red Sky at Night Poet's Delight'* (Firefly Press)

In addition, previous Representing Wales cohort member, Taz Rahman, who has since gone on to co-edit and publish several poetry anthologies, recently said in an interview with Nation Cymru:

“ Literature Wales’ inaugural 2021 writer development scheme ‘Representing Wales’ and the resulting mentorship with the poet who has come to be the most influential person in English language poetry publishing in Wales, **Zoë Brigley**, was fundamental to my most important realisation: vulnerabilities are assets. ”

And as the current Representing Wales cohort for 2023-24 comes to an end, we've received some wonderful feedback from the mentors:

“ Overwhelmingly, the feeling of working as a mentor on this programme is pride. The opportunity to watch a writer grow and develop, striding towards their potential, is a wonderful experience. Writers bring great gifts for everyone around them, and this programme ensures that writers in Wales are the best they can be, giving audiences the joy of their creativity and inspiring the generations who will come after them. ”

- Jonathan Edwards, Representing Wales 3 mentor

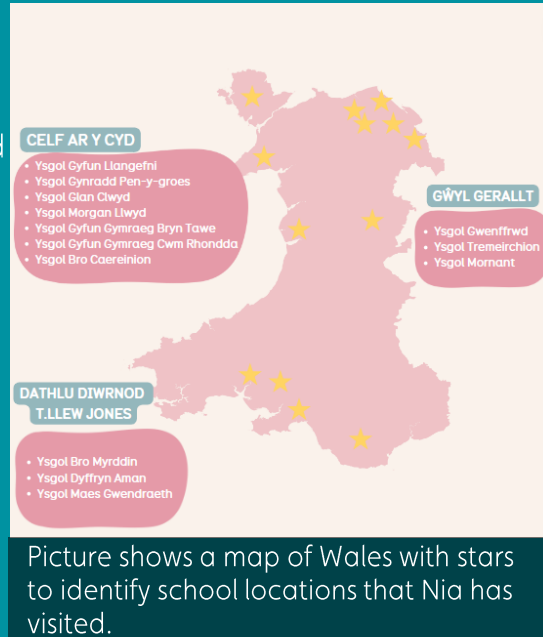
Our Foundation Highlight: Welsh Language

Work towards a Wales where the Welsh language thrives, and literature represents our diverse voices.

Bardd Plant Cymru

Since the start of her tenure in September 2023, Nia has worked with 13 schools and groups reaching 1089 children and young people across several projects such as: Dathlu Diwrnod T. Llew Jones, Gŵyl Gerallt and Celf ar y Cyd

Project highlight: Celf ar y Cyd
In 2024, Nia travelled the length and breadth of Wales, visiting seven schools to lead creative writing workshops.



Using Amguedda Cymru's online contemporary art collection, young people explored the relationship between art and literature. You can find out more about the Celf ar y Cyd project and [read the creative outputs](#) in a poetry pamphlet on our website.

Supported by the Welsh Government's Wales in India initiative, Nia also travelled to Kolkata to lead a panel discussion, host sessions on children's literature and discuss the Welsh language. [Find out more about her time there on our website.](#)

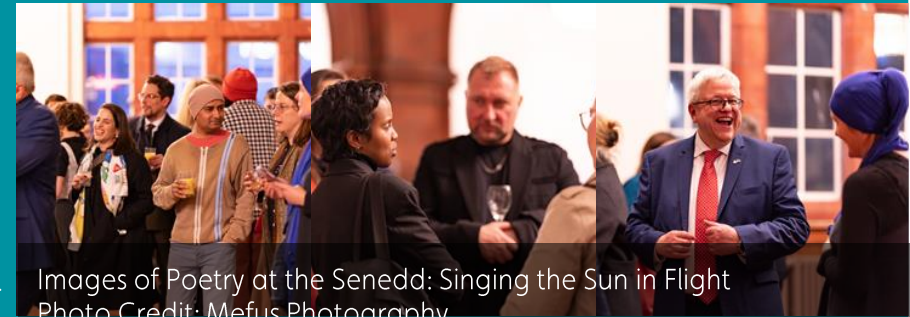
Pencerdd

Pencerdd is a year-long pilot programme, run in partnership with Barddas. It aims to develop five poets that are fairly new to the tradition and nurture new voices and perspectives within the *cynganeddu* tradition in Wales, raising the profile of the canu caeth scene. In March, we welcomed the poets on a residential course at Tŷ Newydd which was tutored by Rhys Iorwerth and Manon Awst. Each of the writers will be paired with a mentor for a year of one-to-one sessions. The group will also receive digital workshops, a year's subscription to Barddas magazine, be part of a supportive network, and receive information about local eisteddfod competitions and other relevant opportunities. You can find out more about the programme, and the five successful writers on the [Pencerdd project page](#).

Senedd Event

On Tuesday 19 March Literature Wales held its fourth Poetry at the Senedd event. The event focused on writer development, and the pivotal role Tŷ Newydd plays in that aspect. Poet Grug Muse, the current National Poet of Wales, Hanan Issa, and former National Poet of Wales, Ifor ap Glyn shared their own experiences of Tŷ Newydd.

The event attracted an audience of 63 individuals, which included partners, representatives from national companies and 23 members from EUNIC (European Union of Culture). This event was sponsored by Dawn Bowden MS and supported by the Arts Council of Wales.



Arts Council Wales 23/24 Targets

Goal: Climate Emergency: Deepening our relationship with artists, participants and audiences.

Targets for 31 March 2024	Progress year to date	Method of data capture
<p>Continue delivery of Llên mewn Lle Lit in Place, providing opportunities for local laureates to develop work in their local community that address issues of climate change through literature.</p>	<p>Achieved: All three Lit in Place programmes delivered. One, LUMIN, is still collating and editing an anthology of work to be published in 2024. The other two have concluded with sharing events in their communities. In Rhosgadfan, the Gwledda project unveiled a new sculpture of Kate Roberts' cloak inscribed with words from the community workshops. In Treherbert, stories from the various community groups have been added to a digital map, with QR codes to access placed along a new walking route.</p>	<p>Our project progress and evaluation reports and staff records.</p>
<p>Develop and evaluate the projects for cohort 1 of Llên mewn Lle Lit in Place, and recruit for cohort 2, in partnership with WWF.</p>	<p>Achieved: Two areas have been chosen for cohort 2 – Bethesda and St Davids, with partnerships developed with Partneriaeth Ogwen and EcoDewi. The partnership with WWF have continued, and enhanced support for the Pembrokeshire project has been gained.</p> <p>For cohort 1, evaluation has been ongoing. A mid-point evaluation was completed and used to influence change for the second half of the projects. For example, Sion in Treherbert was encouraged to work with additional community groups to facilitate more community cohesion and more awareness locally of the work. The cohort 1 projects are all finishing between April and June 2024 so a final evaluation will be completed then.</p>	
<p>Focus on establishing local projects and developing relationships with Inspiring Communities fund, plus publishing guidance on running sustainable literary activity.</p>	<p>Ongoing/Not Achieved: The Inspiring Communities Fund has supported 274 events, supporting 193 writers.</p> <p>We have worked to publicise the fund, getting new communities and writers engaged with it. For example, Siliva Rose, a writer on our (Re)writing Wales course went on to organise 'Cyfeillion Croesor' writing workshop with funding from ICF. Conwy is an area we don't have many events happening so we also supported 'Diwrnod Dathlu Darllen' with Nia Morais, Myrddin ap Dafydd and Megan Hunter with the local school.</p> <p>A dedicated guide to running sustainable events has not been published, but guidance has been included in general advice to event organisers. From April 2024 we are enforcing our Writer Fee guidelines, alongside upping the rate of funding to 75% to support writers to develop sustainable careers.</p>	

Arts Council Wales 23/24 Targets

Goal: Health & Well-being: Deepening our relationship with artists, participants and audiences.

Targets for 31 March 2024	Progress year to date	Method of data capture
<p>Expand and build upon strong partnerships in health and well-being, including the Royal College of Psychiatrists in Wales, Newport Mind, local health boards and the Wales Arts Health & Well-being Network.</p>	<p>Achieved: Throughout the year, staff have prioritised partnerships in this area. Of note is the partnership with Wales Arts Health & Well-being Network (WAHWN), where we are part of their steering group and attended numerous training sessions. The Newport Mind partnership continued throughout the year, with additional funding being allocated to the project, which has now come to an end. New partnerships are in development, such as with Velindre’s new Arts & Health Co-Ordinator.</p>	<p>Our project progress and evaluation reports and staff records.</p>
<p>Deliver pilot project, Writing Well, developing 6 facilitators from under-represented backgrounds and supporting them to develop their practice within Health & Well-being partnership projects.</p>	<p>Complete: The 6 facilitators have now completed the series of Artist Development Sessions, supporting the writers to develop their skills facilitating literary activities in the community. The writers have also had one on one sessions with their mentors, who have been providing bespoke advice and support in developing their community projects, which will take place in Q1-Q2 of next year.</p>	

Arts Council Wales 23/24 Targets

Goal: Representation & Equality: Deepening our relationship with artists, participants and audiences.

Targets for 31 March 2024	Progress year to date	Method of data capture
<p>Deliver the third edition of Representing Wales, and recruit for the fourth edition, investing in 28 writers intensely with all the writers representing communities currently under-represented in Wales' Literary Culture.</p>	<p>Achieved: 14 writers were intensely supported through the third addition of Representing Wales, which focused on developing new works for young people and children. They will be celebrated in a week-long social media take-over at the beginning of April, before being offered a further 3 years of support through the aftercare programme.</p> <p>In March, the 14 successful writers chosen for the fourth round of Representing Wales met virtually for the first time. They will be publicly announced in mid-April.</p>	<p>Our project progress and evaluation reports and staff records.</p>
<p>Engage with approximately 300 individuals in the wider Representing Wales programme.</p>	<p>Not achieved: 305 individuals signed up to seven public sessions, although only 71% of those individuals went on to watch the session (including both live and pre-recorded statistics).</p>	
<p>Monitor the evolution of the Representing Wales programme and wider long-term impact. Continue to engage with the existing cohorts.</p>	<p>Achieved/Ongoing: In Q1, after-care mentoring for the first cohort of Representing Wales was completed with writers and mentors suggesting a positive and impactful relationship from the Representing Wales programme. In Q2, five members of the second cohort attended the Hay Writers at Work Industry Day for free. In Q3, twelve members of the 2022/23 cohort enjoyed a 'Pathways to Publication' residential weekend at Tŷ Newydd, which was tutored by Julia Forster. In Q4, all previous Representing Wales members were also offered a £100 voucher on Tŷ Newydd courses. We will continue to stay in touch with the writers, offering light touch support where relevant and learning of their progress.</p>	
<p>Trial at least 1 piece of marketing through the medium of BSL for a project before the end of the year, and assess for impact.</p>	<p>Achieved. In Q2 a bilingual BSL flyer was created for the Reinventing the Protagonist call-out in partnership with Disability Arts Cymru. The Welsh-language version of the flyer received 3 views and the English language version received a total of 31 views.</p>	

Arts Council Wales 23/24 Targets

Goal: Wales' Literary Culture: Ensure wider engagement, better accessibility and more impact for creative writing activities.

Targets for 31 March 2024	Progress year to date	Method of data capture
<p>Work with our colleagues in the National Companies to design and deliver a new programme called Culture Change, to include training and research to achieve better diversity in leadership.</p>	<p>Ongoing: The programme has been delayed but is now back on track and is being managed by Ritchie Turner & Associates. One of our staff members is part of the critical friends group, a key part of this programme which has met 4 times. They have devised tenders for the training programme, and communications development. The training is to create and deliver anti-racist training to National Companies and other culture change members in May/June 2024.</p>	<p>Our project progress and evaluation reports</p>
<p>Convene literary partners, such as Books Council of Wales and Cyhoeddi Cymru to develop a plan for a long-term partnership project to identify and train more under-represented Welsh-language writers to publish for children and young people.</p>	<p>Not achieved: However, meetings with these partners (and more) have taken place, and there are plans for a new MOU between Literature Wales and Books Council Wales to be developed in 2024. Under-representation and collaboration in turning writers into published authors will be at the centre of this document.</p>	
<p>Analyse the relevant findings from the Stakeholder Survey, present findings to staff, and hold meeting to discuss actions to be taken</p>	<p>Complete: Staff were presented the findings of the stakeholder survey in Q1, with ideas followed up in a creative meeting. An internal discussion on future stakeholder surveys took place in Q3. The decision was made to conduct a more thorough review of questions to determine which questions could be tracked over a prolonged period rather than reactive to one financial year.</p>	

Arts Council Wales 23/24 Targets

Goal: Welsh Language: Committing to seizing and developing the opportunities that Welsh language creativity offers.

Targets for 31 March 2024	Progress year to date	Method of data capture
<p>Appoint new Bardd Plant Cymru who will dedicate at least 25 days per year (13 pro rata in 23/24) to delivering creative activity for the children of Wales through the medium of Welsh.</p>	<p>Exceeded: Nia appointed in summer 2023 and delivered 17.5 days of activity. During February and March, the Bardd Plant Cymru spent 7 days visiting schools across Wales to work on the Celf ar y Cyd project. The project collaborated focused on Siarter Iaith aims, showing pupils how the Welsh language and poetry can be used to express themselves and voice their opinions.</p>	<p>Our project progress and evaluation reports and staff records.</p>
<p>Ensure that at least 10 Welsh-language writers receive long-term intense development opportunities in 23/24 (e.g. through Representing Wales or Writing Well).</p>	<p>Exceeded: The year-long Pencerdd programme began in Q4, offering long-term development opportunities to 5 Welsh language poets, specifically on the poetic craft of cynganeddu. The programme, run in partnership with Barddas, includes a residential course at Tŷ Newydd which took place in March. This will be followed by one-to-one sessions with mentors, digital workshops, and a subscription to Barddas magazine. Combined with the nine writers previously reported, this brings our total to 14 Welsh-language writers receiving long-term intense development opportunities in 23/24.</p>	
<p>Organise a dedicated beginners' Welsh-language learning course for writers who intensely work with us on a variety of projects.</p>	<p>Achieved: 6 writers who we work with closely have attended a week-long Welsh-language learning residential course at Tŷ Newydd Writing Centre in January. This follows two dedicated courses, run in partnership with y Ganolfan Dysgu Cymraeg Genedlaethol, at Mynediad and Sylfaen level which received a combined attendance of 13 writers.</p>	
<p>Launch call-out for brand-new development programme, Pencerdd, to intensely develop six new poets in the craft of cynganedd, in partnership with Barddas.</p>	<p>Achieved: Following an open call-out inviting Welsh language poets to apply for the programme, five poets have been selected and were announced publicly in February. The programme began in March with a residential course at Tŷ Newydd for the five poets. As previously reported, due to budget restrictions the scale of the project has been reduced from six to five poets.</p>	

Arts Council Wales 23/24 Targets

Operational Measure: Tŷ Newydd

Targets for 31 March 2024	Progress year to date	Method of data capture
Run at least three free-of-charge residential retreats at Tŷ Newydd, or virtually under the Tŷ Newydd banner, for groups of under-represented writers to offer craft and career development workshops. Groups to include Disabled Writers, LGBTQ+ Welsh-language writers, female writers of colour and more.	Achieved: In 2023, we ran three free-of-charge residential retreats at Tŷ Newydd which include our Notes on Nature course for female writers of colour, a Welsh-language weekend retreat for LGBTQA+ writers, and a Welsh-language weekend masterclass for 18–25-year-olds in partnership with Urdd Gobaith Cymru. Alongside this, we also ran a digital course in partnership with Disability Arts Cymru focusing on Reinventing the Protagonist with Kaite O’Reilly. For all of the above, Literature Wales will continue to support the writers and source internal and external opportunities.	Tŷ Newydd records
Offer at least 10 bursaries for under-represented writers to attend a course, or a retreat, at Tŷ Newydd/Nant.	Achieved: During 2023/24, we have offered twenty bursaries to under-represented writers to attend a course or retreat at Tŷ Newydd.	
Facilitate Welsh-language LGBTQA+ weekend retreat at Tŷ Newydd.	Achieved: We welcomed 14 writers from the LGBTQA+ community and who write in Welsh on our weekend retreat run in partnership with Llyfrau Lliwgar in November 2023. Creative facilitators and guest readers included Leo Drayton, Llio Maddocks and Paul Mendez.	
Launch a call-out for Welsh-language participants who identify with a marginalised gender to take part in a Tŷ Newydd based course to develop spoken word skills.	Achieved: We launched a call-out in partnership with the Kathod collective for female creatives and artists and individuals from marginalised genders to come together to combine spoken word and music in new and exciting ways. The retreat took place in February 2024 with 10 participants, 4 existing Kathod Coordinators and Creative Facilitators, Branwen Munn and Rufus Mufasa . New, exciting work was created through the medium of Welsh and will 10 participants noting that the retreat helped them develop their spoken word skills.	

Arts Council Wales 23/24 Targets

Operational Measure: HR

Targets for 31 March 2024	Progress year to date	Method of data capture
<p>All staff and board members to receive Anti-racism and ableism training.</p>	<p>Not met: 2 members of staff have previously taken part in anti-racism and unconscious bias, and some Trustees and all staff have taken part in Welsh language awareness training session. A Governance overview for SLT and Trustees has also previously been delivered.</p> <p>In Q1 24/25, As part of the Culture Change programme we are part of, bespoke arts focused training on anti-racism/ableism will be delivered. We were intending to commission some training for the team, so not to duplicate efforts/costs some staff will be able to take part in this training and will share learning with the team. We will continue to look for other training opportunities for staff to develop specialisms and skills, and to share with the wider team.</p>	<p>HR records</p>
<p>Support at least 2 non-Welsh speaking (or new learners) members of staff who haven't visited the Eisteddfod previously to attend, by chaperoning and facilitating their visit</p>	<p>Achieved: Two members of staff, learning Welsh visited the Urdd Eisteddfod in Q1 to deliver activity and were supported by colleagues.</p> <p>Two members of staff who are learning Welsh visited the National Eisteddfod in Q2, Claire Furlong for the second time and Emily Dafydd-Drew for the first time. They were guided by Mared Roberts and Miriam Sautin to events and met artists and stakeholders from across the sector, as well as attending a Welsh Learners' Comedy night where they understood (most of) the jokes.</p>	
<p>Deliver an internal training half day for fluent Welsh language staff to practice and develop Literature Wales' Welsh language tone of voice when writing communication messages</p>	<p>Not met: Our approach to this has changed slightly. Literature Wales' House Style and Tone of Voice document has been updated, but the changes don't necessarily lend themselves to a training session for the whole team yet, as a one-size-fits-all approach isn't appropriate for our messaging. The approval process for external documents includes ensuring our tone of voice is fitting for the intended audience, and soon to be included in this process will be a checklist of considerations that all staff members should look at and discuss with the Communications Lead before writing copy.</p>	

Operational Targets

Highlights from Q4

Targets for 31 March 2024	Progress year to date	Method of data capture
Secure at least 3 invitations to contribute to external events (e.g. inclusion on a panel/presentation/public speaking)	Literature Wales staff spoke at a variety of external events including a Book Council of Wales' event celebrating their Audience Development Fund, a Future Generations Commissioner cultural roundtable, and a Newport & Gwent Literary Society event. Literature Wales also provided a presentation on our work to an EU National Institute of Culture delegation on behalf of the Future Generations Commissioner and a presentation on our health and well-being work to a delegation from Hong Kong on behalf of Arts Council of Wales and Wales Arts Health & Well-being Network, via British Council.	Evidence from diaries/Sector support log
4 staff benefit from sustained professional development opportunities	This year we have exceeded this target with 5 staff benefiting from sustained professional development opportunities. This includes staff taking part in Welsh language courses, developing their language skills and confidence to help use and understand Welsh in the workplace. One staff member has continued to develop their professional Finance Accountancy skills while studying for an AAT Level 3 diploma qualification, which they are on track to achieve by the end of the next financial year (2024-25).	HR Records
Publish resources for writers including mentoring for participatory projects, resources for well-being and resources to support work with disabled creators. In addition, we will publish guides and videos for early career writers to develop their skills	13 new resources have been published in 2023-24, giving a total of 7 Welsh-language resources and 11 English resources on writer development shared on the Literature Wales website as of March 2024. These new resources are on a variety of topics such as developing your author brand, how to deal with rejection, the role of a mentor, becoming a practitioner or facilitator, writing and getting published and editing and proofreading your work. This year we have also published accessible formats for 3 previously existing resources, which are now available in large print and dyslexia friendly documents for those who need them.	Log of published resources, monitoring their usage stats and feedback
1 project or event delivered at Tŷ Newydd for the benefit of the local community in Llanystumdwy	Tŷ Newydd welcomed Ysgol Llanystumdwy up to Tŷ Newydd twice during the last 12 months. Their first visit was an afternoon session comprised of a story session for the younger pupils and a poetry workshop for the elder pupils. For their second visit, we invited former Bardd Plant Cymru Anni Llŷn to work with them for half a day - and each pupil left with their very own, home-made storybook. These visits are part of our ongoing efforts to establish Literature Wales' presence in the local community and further establish links with the school in particular.	Programme 15

Operational Targets

Missed Targets

Targets for 31 March 2024	Progress year to date	Method of data capture
Build an Audience Development Plan	The Audience Development Plan has not been completed this year as planned. However, members of the communications team have attended sector-wide discussions on audience development and completion of the plan has been delayed so further work can be undertaken to ensure we are in line with current practises. A structure for the document has now been drafted, and a new deadline of June 2024 has been agreed.	Evidence of Document
Host at least two training sessions for external organisations on developing their operations	We have failed to meet this target, with no external training sessions delivered this year. However, we have been supporting external organisations such as Aberystwyth University and the Future Generations Commissioner to develop their operations through informal conversations and sharing resources. For example, earlier in the year we advised Honno Press to help them with a delicate communications issue by sharing our policies and procedures related to social media and safeguarding and discussing with them how we've dealt with similar situations in the past.	Agreements with organisations
EDI audit conducted to analyse organisational policies	We have not conducted a full EDI audit, although all our policies have been analysed and edited as part of our annual policy update. In place of a one-off audit, we will continuously review and improve our policies based on regular staff EDI training. For example, we intend for a member of staff to take part in Anti-racism training through the Culture Change programme and then feedback to the rest of team in 2024-25.	Written notes of updates

Sustainability: highlights and updates

Quarter 4 Progress

In Q4 there was another update on sustainability as part of an all-staff meeting, this time focusing on office supplies and waste & recycling. This session reminded staff of our sustainability targets and their associated actions, gave an update on our progress at achieving these targets, and provided an opportunity for staff to raise any potential barriers or alternative solutions.

This staff meeting also allowed us to present the new recycling system that was implemented in both offices ahead of the Welsh Government's changes to workplace recycling laws. To ensure compliance with these laws and how waste is collected, which includes separating recycling into separate compartments, we have introduced additional bins and created clear labels and posters to help staff recycle correctly. The staff meeting also included a quiz on how certain items should be separated under this new system.

Staff were reminded about turning off electrical devices at the end of the day, and instructions for how to set up power saving options for laptops was re-shared.

We continue to prioritise environmentally friendly products and local suppliers when buying stationery and office supplies. For example, during this quarter the Cardiff office ordered notepads made from recycled paper for MCM Office Supplies (local to Cardiff). However, some items are still bought from Amazon – most notably monitors and office chairs in this quarter. We will monitor spend more closely when finances for 2023-24 are available, and review if any interventions are required.

Quarter 4 Missed Targets

While we have mostly met our target to switch to only producing digital anthologies (as opposed to printed paper) at the end of Tŷ Newydd courses, one school course did involve printing paper anthologies. However, the school did give a contribution to cover the costs of the printing, and moving forward we will update booking contracts to make it clear that we do not print paper anthologies.

Our target of reducing cloud storage (and associated carbon emissions from electricity use and cooling) to 450GB has not been met, with the amount of storage increasing to 865.18GB as of the end of March 2024 (from 577.15GB at the end of last financial year). This target will be reviewed to ensure it is realistic considering the size of media files (such as images and videos). However, we will maintain ambitious targets and will work to meet these targets by scheduling regular sessions for staff to clear unnecessary files and emails – with the first of these sessions scheduled for April 2024.

We haven't made measurable progress in prioritising local suppliers for Tŷ Newydd catering. Food is purchased from a local butcher, deli, vegetable wholesale deliverer, local coffee company, a local vegan supplier and delivered from the local suppliers Oren and Harlech food. However, food is still also regularly bought from Tesco and a priority for 2024-25 will be to set up a system for regularly monitoring what proportion of catering spend is from local suppliers and creating measurable targets to increase this as necessary.

We also occasionally buy milk sold in glass bottles (as opposed to plastic) and from a local farm. However, due to the need to travel to this location, this is only done when in the area to avoid dedicated trips (and associated emissions). We will aim to source a local milk delivery and begin weekly deliveries in 2024-25 to significantly increase the proportion of milk that is bought locally and in reusable glass bottles.

Learning Points: Activity and Operational

Activity	Learning Points 1 January – 31 March 2024	Future Actions / Recommendations
Representing Wales audience figures	Seven open sessions attracted 305 individual signups, however only 71% attended or viewed the sessions. Feedback collected suggests two barriers to explain the drop: Starting sessions at 5.30 was difficult for those who work, and the session themes were too specific.	The Representing Wales open sessions going forward will start at 6pm. They will focus more generally on themes surrounding the publishing industry in Wales and the UK, rather than on specific genres (such as creative non-fiction).
General: open call-outs	Opportunities open to writers and facilitators through open call-outs continue to grow in popularity. A positive development, except the number of writers rejected for opportunities also subsequently continue to grow. Important learning points have already been recognised and implemented, but additional measures need to be considered.	<ul style="list-style-type: none"> - Consider making opportunities available for writers who have not taken part in past opportunities (setting condition as eligibility criteria) - Creative Meeting revamp has added set-agenda point of discussing writers
Bardd Plant and Children's Laureate (and National Poet Wales)	The laureates' projects are managed by one staff member each. With the departure of one of our Creative Executives in March who managed both children's laureates, we lose continuity and project knowledge. This should be avoided in the future.	Artistic Director to work closer with staff who lead on projects with only 1 members of staff involved, to offer more intense support and to ensure that knowledge and understanding of projects is retained.
Impact Comms	Several of our targets associated with communicating our impact have morphed over the year as we've thought more deeply about our intended audiences for the messaging.	<ul style="list-style-type: none"> - New group discussing impact comms outputs relevant to different audiences - New, engaging, annual report template created to ensure that can be used for different purposes

Arts Council Wales 2024–2025 Targets

Following the investment review in 2023, the Arts Council of Wales requires multi-year funded portfolio companies to report twice a year against their investment principles which are:

- Creativity
- Widening Engagement
- Welsh Language
- Climate Justice
- Nurturing Talent
- Transformation

Going forward, Literature Wales will report on our goals and priorities under each of the Arts Council principles above. All of these outcomes are SMART and should provide our funders, board and public with a clear snapshot of our activity and progress. However, they are not an exhaustive list of our activity.

Arts Council Wales 24/25 Targets: Creativity

Associated Literature Wales Goal	Outcome	Targets for 31 March 2025
Wales' Literary Culture: A Globally Responsible Wales	Creation of new creative work that enriches the literary identity of Wales	8 new pieces of commissioned work from the National Poet, published and/or performed
		An anthology published featuring work from 14 under-represented writers who have previously taken part in the Representing Wales writer development programme
		2 new works written and creatively exhibited (e.g. as a mural or through QR codes on a literary walk) in Bethesda and St Davids, co-created between local writers and community participants, reflecting on themes of the climate emergency
Representation & Equality: A more equal Wales	Writers from under-represented backgrounds are platformed and celebrated, through performances, commissions and being appointed as tutors/judges and laureates.	60 writers from under-represented backgrounds are engaged in intensive writer development programmes (such as Representing Wales or TN Strategic courses)
		3 case studies of writers from under-represented backgrounds, who have benefitted from LW programmes published and celebrated
		5 writers from under-represented backgrounds who have taken part in LW writer development programmes, to be booked for the first time as tutors or guest readers for Tŷ Newydd courses (in person or virtual)
Writer Development: A Prosperous Wales	A thriving sector for writers and literary facilitators where they are supported to develop their creative skills	6 Writing Well facilitators supported to plan and deliver creative projects for health and well-being in their chosen communities
		10 writers taking part in Writers at Work, at Hay Festival, report positive career development as a result of taking part in the intense development opportunity
		10 disabled and/or Deaf writers report increased confidence and improved creative skills after taking part in Reinventing the Protagonist course

Arts Council Wales 24/25 Targets: Widening Engagement

Associated Literature Wales Goal	Outcome	Targets for 31 March 2025
Operations	Increased organisational confidence and expertise in putting inclusivity and accessibility at the heart of creative planning	Partnership programme with Hijinx will provide staff with new learnings about access practices and plans to implement them will be made by March 2025. Programme is aimed at creative individuals who are learning-disabled and/or neurodivergent people and who are from communities that experience racism.
		Staff report increased confidence and awareness in making projects accessible and inclusive and utilise staff and creative meetings to share expertise and learning.
		Staff will report confidence in implementing our new Accessible Comms guidance (presented to the team in Feb 2024)
Participation: A Wales of Cohesive Communities	The opportunities of actively participating in literature are discovered by individuals across Wales	150 community events are funded through Inspiring Communities Fund, and two case studies from event organisers detailing how to reach new audiences are shared
		40 young people attend Writing Squads for the first time and report positively about creative skills and well-being
		20 young members of the LGBTQA+ community receive a workshop from Bardd Plant Cymru, Nia Morais, at Eisteddfod yr Urdd
Representation & Equality: A more equal Wales	Historically under-represented communities participate in literature activity	60 community members in Bethesda engaged in literary activity through Lit in Place and the local partners report positive impacts for the local community and its engagement with literature
		Mapping exercise of where Inspiring Communities Funding has been distributed since 2021, to be completed in Summer 2024, with cold spots identified and proactive relationship building/support to apply delivered as a result.
		10 members of the farming community in mid Wales are engaged in literature activity through Writing Well to support mental health & well-being.

Arts Council Wales 24/25 Targets: Welsh Language

Associated Literature Wales Goal	Outcome	Targets for 31 March 2025
<p>Welsh Language: A Vibrant Culture and Thriving Welsh Language</p>	<p>Writers (professionals, participants and CYP) develop creative skills - and are encouraged to create pioneering artistic work - through the medium of Welsh</p>	<p>Over 400 Welsh-medium pupils will work with Bardd Plant Cymru, Nia Morais, on Ekphrastic poetry session. This project contributes to the Siarter Iaith initiative, facilitating creative workshops which will inspire pupils to use the Welsh language in all aspects of their lives.</p>
		<p>Llyfrau Lliwgar retreat for Welsh language LGBTQA+ writers attracts 12 writers, 25% of which have not written in Welsh previously</p>
		<p>12 young writers taking part in Cwrs Olwen report feeling more confident and inspired to start their writing careers through the medium of Welsh</p>
<p>Welsh Language: A Vibrant Culture and Thriving Welsh Language</p>	<p>A Wales that confidently celebrates our unique, diverse Welsh culture and literary traditions, ensuring they thrive</p>	<p>The Prize, and Welsh language winners, gaining coverage in 2 pieces of UK-wide English language media.</p>
		<p>5 poets from outside of Wales to take part in project with Hanan Issa, National Poet of Wales, to learn about cynghanedd. The 5 poets to write 5 new poems inspired by cynghanedd</p>
		<p>Media coverage given to the journeys of the 5 new cynghaneddwr who are immersing themselves in the literary tradition of the cynghanedd; with the public through Barddas, and Radio Cymru</p>
<p>Operations</p>	<p>A culture of respect, understanding and enthusiasm towards the Welsh language and its literary tradition within our offices, our freelance networks and the wider sector</p>	<p>Once a week a Welsh speaking member of the team join an informal group meeting to support learners development, helping to stimulate conversation in a safe place and increase learners confidence.</p>
		<p>Develop a partnership with National Centre for Learning Welsh to offer bespoke Welsh-language learning courses for writers taking part in a variety of our programmes, following on from pilot in 2023</p>
		<p>1 case study of writer who is a new Welsh speaker and has benefitted from LW programmes published and celebrated</p>

Arts Council Wales 24/25 Targets: Climate Justice

Associated Literature Wales Goal	Outcome	Targets for 31 March 2025
Climate Emergency: A Resilient Wales	Activity which utilises literature to increase knowledge of the climate emergency inspires individuals and communities to make changes for the benefit of the environment and climate	Participants from EcoDewi in St David's Peninsula report feeling empowered to tackle local climate justice issues, and increased feeling of community cohesion following participation in Lit in Place
		100 children in Powys are engaged in writing about nature and climate issues in their local area through workshops with Children's Laureate
		14 Writers taking part in the Emerging Writers Course are equipped and empowered to bring attention to the climate emergency through their writing
Operations	An increased understanding of the environmental impact of our work across the Literature Wales team, and increased confidence in considering and implementing sustainable practices	By March 2025, complete mapping exercise using the Writers of Wales Directory to understand geographic spread of literary facilitators across Wales, ensuring local facilitators can be prioritised.
		By December 2024, a framework for running sustainable literary events is created and shared with entire team, and with events organisers through our website
		Food cost per head will be assessed, looking at preferring local suppliers over major supermarkets/wholesalers. A proposal will be created by Jan 25, with proposed actions for 25/26.
Operations	Minimised carbon emissions from the operations of Literature Wales, on track to be carbon neutral by 2030	By March 2025, research viability of tracking Literature Wales' carbon emissions (direct and secondary), including implementation plan.
		Ask staff to explain why public transport was not used when completing Travel & Subsistence Claim Forms to encourage mindfulness when traveling for meetings and events, and identify potential solutions for reducing travel emissions
		Install electric car charging point at Tŷ Newydd and advertise to encourage usage.

Arts Council Wales 24/25 Targets: Nurturing Talent

Associated Literature Wales Goal	Outcome	Targets for 31 March 2025
Operations	Supporting a skilled and visionary workforce of freelancers, professional writers and staff in the literature sector by providing training, paid opportunities and championing fair employment practices	Publish Writer Fee guidelines, and fair employment guidelines update in March 2025. Fees for 23/24 to be tracked in April 2024, and those 2024/25 to be tracked and measured against guidelines
		A senior member of the team taking part in the Newid Diwylliant/Culture Change training programme, aimed at developing diversity in leadership roles. Learning then disseminated internally, and appropriate actions planned/taken.
		At least 175 writers directly offered paid professional opportunities to tutor, mentor, train or perform for LW programmes.
Representation & Equality: A more equal Wales	Writers, particularly those from communities who face barriers to developing skills and careers, are receiving support to progress along writing and publishing pathways	50% of Representing Wales participants, who aspire to, go on to publish work within three years of taking part in the programme
		Develop the Writers at Work scheme, run in partnership with Hay Festival, for 2025 to prioritise and encourage applications from under-represented writers, aiming for half of the cohort to self-identify as having faced barriers
		All 5 new cynganeddwyr from Pencerdd scheme, who are under-represented within the cynganedd scene, to be paired with an individual mentor
Wales' Literary Culture: A Globally Responsible Wales	The diverse range of contemporary writers and the literary heritage of Wales is celebrated, encouraging more understanding across Wales	The National Poet and her work is platformed at 5 high-profile events within Wales, such as the opening of the Erddig memorial woodland in June
		Winners and shortlisted writers from Wales Book of the Year are supported by LW to run at least 20 events in communities across Wales, spreading awareness of their work and the prize
		190 individual writers are supported through the Inspiring Communities Fund, to work in communities across Wales.

Arts Council Wales 24/25 Targets: Transformation

Associated Literature Wales Goal	Outcome	Targets for 31 March 2025
Operations	An increased sense internally and externally of what Literature Wales exists to achieve and crucially, what it does not, through increased collaboration with other organisations and a joined up simple message from the whole sector	By September 2024 a new MOU discussed and agreed with Books Council of Wales, defining our roles and areas for collaboration
		By March 2025, lead 3 meetings to discuss sector issues with literature partners across Wales
		By March 2025, deliver a co-ordinated comms campaign to the sector with key literary organisations in Wales to explain our individual roles and areas for collaboration
Operations	An organisational culture that truly embodies the values outlined in our Pledge and leads the sector as a model of an effective, ethical employer of staff and freelancers	All line managers report feeling increased comfort/ability to deal with difficult conversations with colleagues, as a result of training.
		Deliver staff and trustee away day in autumn 2024 which offer training, increased understanding of LW strategy, and foster a collaborate work ethos between both groups
		Our team report they feel valued and supported by Literature Wales as an employer.
Health & Well-being: A Healthier Wales	A network of literary facilitators is created and enhanced to bring literature for well-being into communities	Writing Well participants report they feel the programme has developed a strong network and places to share their new knowledge to inspire others, including through partnership with WAHWN
		4 literary facilitators receiving training on incorporating well-being into literary workshops with young people, through Writing Squads and CLW/BPC.