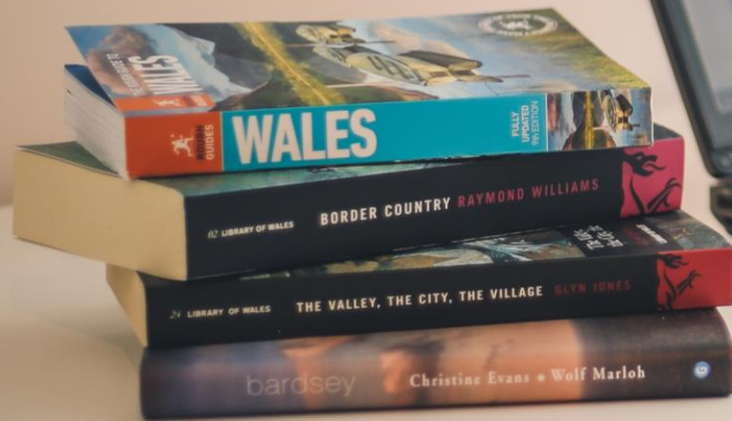


2020/2021

Organisational Report #7

Period covered: 1 October – 31 December 2020



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How to read this report

- This report is an amalgam of the **ACW Funding Requirements** proforma (which focuses on our three Key Measures of Success plus one additional item) and **our internal reporting requirements** on both the organisational impact and outcomes we hope to achieve, plus our **operational Measures of Success** and **Learning Points**.
- The targets featured are **for year 2** (2020/2021) of the 5-year lifespan of the 2019–2023 Strategic Plan. These targets represent our ambitions, linked to the projects in our current activity and operational programme and current demographic, political, economic and social trends. Some of our projects are dependent on sourcing additional external funding, and some may be adapted or become unfeasible during the development process. Some projects will be affected by factors outside our direct control. For these reasons, **these targets are a forecast of what success will look like and may be subject to reasoned revision**.
- The SLT receives this report plus another at a more granular project level which focuses on monthly progress towards project KPIs and project learning points. The Management Board can request to see this as required and may choose to do so periodically as best practice.
- Our **Key Measures of Success 2020/2021 may be slightly lower than those set in 2019/2020**. This is due to the current uncertainty of our activity and operational programme. We will **re-evaluate targets** at the end of financial year to ensure they are realistic to achieve in the COVID-19 pandemic.

COVID-19 Update

This year, we have quickly adapted our programmes and activities to redirect our funding and support to those who faced the biggest hardships.

At the end of 2020, we recognise the impact COVID-19 has on well-being and mental health, including how it has increased loneliness and isolation for many people. Creative writing and reading is clinically proven to be beneficial to our well-being, both physical and mental. Now more than ever, literature should be deployed to treat the surge in long-term mental and physical illness.

Over the past few months, well-being highlights under our Participation pillar included the offer of two taster/consultation sessions for the **Drawing the Word** project that will deliver participatory literature workshops with D/deaf or disabled people in Wales. Our Children's Laureate for Wales released a series of free online **Winter Writing Workshops** and resources to assist teachers engaging pupils with literature. Our Writer Development pillar activity included the call-out for our new **Professional Development Programme for Writers of Colour**, which invited under-represented individuals to apply for a financial grant and access to intensive training. In addition, the **Tŷ Newydd Digital Programme** for 2021 launched, providing opportunities for those in lockdown to experiment with writing at a low cost. To end the year, our National Poet celebrated the heroes of COVID-19 in his **new commissioned poem** as part of a new online portrait gallery of community champions.

The new year will see an increased focus on our nation's health and well-being as we review our strategy to identify where we can have the biggest impact on crucial elements of Wales' recovery. Projects will include an initiative in **partnership with Theatre Genedlaethol Cymru** to work with substance abuse survivors in Wales, a **new funding scheme for community events** to increase resilience to well-being and call-outs for **practitioners to deliver literary activity** inspired by the philosophy and ideas of Raymond Williams. We're here to serve the writers, participants and creatives audiences of Wales, and we will continue build on learning from previous projects to ensure our delivery models are providing support for those who need it the most in this uncertain period.



Visitor World Map at Tŷ Newydd Writing Centre

Highlights

Organisational

- Public version of our **Mid-term Report 2019/2020** finalised and ready to launch in the new year for the run up of our 10th birthday campaign.
- Job opportunities for **Freelance Creatives** advertised through an open recruitment process based on potential, where individuals were asked to pitch relevant activity and operation based-skills.

Activity

- Writing collective, **Y Stamp**, delivered our annual challenge through a poetry-based creative chain of 24 artists over 24 hours to celebrate National Poetry Day.
- A second round of the **Rising Stars Wales Award** launched to identify talented poets from Black, Asian and Minority Ethnic backgrounds who write for children.
- Three artists selected for support through the **Wales Artist Coaching Pathway** in partnership with Art Works Cymru.
- The **Professional Development Programme for Writers of Colour** launched to develop the successful applicants' writing and knowledge of the literature and publishing scene.
- The **National Poet of Wales celebrated the heroes of Covid-19** in his new commissioned poem; focused on the people throughout Wales who have given to their communities, for the benefit of others.
- In partnership with Disability Arts Cymru, **Drawing the Word** project launched with two artists awarded delivery and shadowing roles.



Operational

- **Creative Planning Session** delivered in October focusing on our strategic direction with an introduction from the Chair and Deputy Chair of Literature Wales.
- Call-out for primary market researchers to discover insight into the gaming world to inform the development of our **Welsh Lands and Lore** project that will adapt and promote myths and legends for video game content.
- Internal training delivered to staff on **new policies**, including the Welsh-language Development Plan and Environmental Policy.
- The biannual **Arts Portfolio Wales survey completed** and submitted to the Arts Council of Wales.

Oriel Ar-Lein o
Hyrwyddwyr
Cymunedol
-
Online Gallery of
Community
Champions



The **National Poet of Wales** celebrated the heroes of COVID-19 in a new commissioned poem.



ArtWorks
Cymru

In partnership with Disability Arts Cymru, **Drawing the Word** participatory projects invited expressions of interest.

24:24

Collective 'Y Stamp' delivered **Her 100 Cerdd** with a twist, challenging 24 writers to compose 100 poems in a day.

Winter Writing Workshops

with Eloise Williams

CHILDREN'S
LAUREATE
WALES.

for ages 7-14



Children's Laureate Wales continued to encourage participation with literature through writing workshops.

Professional Development Programme for Writers of Colour

Deadline: 4 December

→ literaturewales.org

Professional Development Programme for Writers of Colour launched and closed with 59 applications.



Rising Stars Award 2021 launched with the aim of identifying more poets of colour who write for children.



Drawing the Word project delivered taster sessions to D/deaf and disabled writers and artists.



Welsh Land and Lore project began with primary research conducted on target gaming audience.

BARDD
PLANT
CYMRU 20

The **Bardd Plant Cymru** scheme celebrated its 20th birthday with a week of exciting digital content for children.



We said we will strengthen the range, reach and reputation of Wales' writers.

We are doing this by delivering and supporting national and international projects, facilitating literary commissions and developing opportunities with wider recognition for our writers.

Since April 2019...

422

established writers engaged with high-profile projects

112

Commissions awarded to established writers through our intervention

78

Early career writers engaged with our high-profile projects

33

Partnership and exchange projects delivered through collaboration or facilitation outside of Wales

Figures from 1 April 2019 – 31 December 2020

Highlight: Wales' Literary Culture

At a time where connections between individuals, groups and communities is currently restricted, we have continued to nurture a literary culture for Wales that appeals to a variety of writers, regardless of their background. To ensure our writers, readers and creative audience can still access artistic content and engage with activities that showcase the best of our literature, we've delivered a strong programme of activity that inspires and educates, alongside the development of initiatives to expand the reach of our literary culture. Here are some examples:

Plethu/Weave

- As an artistic response to the current socio-political conversations around race equalities Poet, **Marvin Thompson**, collaborated with NDC Wales dancer, **Ed Myhill**, to create a new poetry and dance film, *Triptych*. This was one of eight new cross-art film commissions that came about through the Plethu / Weave project between Literature Wales and National Dance Company Wales in 2020. '**Triptych**' was written in a response to a plaque in Brecon, honouring the slave trader, Captain Thomas Philips. As a poet of Jamaican parentage, Marvin Thompson was compelled to **write a poem about colonial racism and its legacies**. Ed Myhill **remixes the poem and uses dance**, images of the artists and Welsh landscapes as visual metaphors to condemn the horrors of Britain's colonial past.

Welsh Lands & Lore

- A key focus within this pillar is ensuring that individuals who may not normally engage with the literary culture/scene in Wales. We were recently awarded funding from Clwster to deliver a project that **researches and analyses the commercial viability of new video content based on Welsh myths and legends**. Towards the end of 2020, we commissioned **Strategic Research & Insight** to survey over 800 players of fantasy-themed Role-Playing Video Games (RPGs) from across the UK, USA, Germany, and Japan. The responses will identify if **Welsh myths and legends can meet this audience's interests and preferences**, as well as insight into how these players interact with the stories and lore of videogames. The next steps in the project will include a meeting with leading video game and software developer and publisher, **Epic Games**, and smaller Welsh developers, academics and studios who specialise in games development and enterprise.

Organisational Impact & Outcomes

	Target for 31 March 2021	Current Progress 1 October – 31 December	Method of data capture
Organisational Impact	We will be on our way to empowering, improving and brightening the lives of our clients, contributing to their greater well-being and that of Wales' society, economy and culture	<p>The three year Longitudinal Survey has been created and sent to a representative sample of 10 clients, who are contracted to complete it twice a year, in order for us to track our organisational impact and outcomes. In 2020/2021, three new clients were selected to participate in the Longitudinal Survey, and we will expand the sample by another three in 2021/2022.</p> <p>We are currently preparing the analysis of the Longitudinal Survey.</p> <p>In the meantime, we're keeping in touch with the current client sample as they continue to engage with Literature Wales and other organisations.</p>	2019-22 Longitudinal Survey
Organisational Outcomes	<p>Our clients will be on their way to having:</p> <ul style="list-style-type: none"> ▪ Improved spoken and written skills ▪ Increased self-confidence ▪ Increased employability ▪ A decreased sense of isolation ▪ A decreased risk of, and increased resilience to, mental illness ▪ Exposure to new worlds, philosophies, cultures ▪ Increased ability to empathise ▪ Increased multilingual skills 		

Organisational Outputs

Activity Key Measures of Success: **Participation**

Targets for 31 March 2021	Current Progress 1 October – 31 December	Overall Progress 1 April – December 2020	Method of data capture
The proportion of Wales' population participating in creative writing has increased by 1.2 percentage points from 8.2% in 2016 to 9.4% by 2021 (equating to an extra 41,400 people).	The Arts Council of Wales Omnibus Survey on arts participation for 2020 will be published in spring 2021.	The 2020 Arts Council of Wales' Omnibus Survey summary report found that 11.5% of adults participated in creative writing in 2019.	Arts Council of Wales Omnibus Survey on arts participation
At least 110,000 creative participants and audience members engage in our activity annually, compared to 82,000 in 19/20.	In the above period, 14,091 creative participants and audience members have attended our activity 'in person'. In addition to this, we've also engaged with 242,392 people through our digital activities, including our resources, social media, video and online activity.	Since April, 321,290 creative participants and audience members (including digital figures) have engaged with our activity.	Our project progress and evaluation reports
At least 34% of our creative participants identify with one or more of our Target Client Characteristics, compared with around 20% in 19/20.	Due to COVID-19, this target is on hold. Many of our workshops have been postponed and we are still developing and rolling out a framework to collect data from those who engage with all of our digital commissions.	As left.	Our project progress and evaluation reports and Equality & Diversity monitoring
At least 450 creative participants are directed to our writer development opportunities annually, compared with 518 in 19/20.	165 creative participants have been directed to our writer development opportunities in the above period.	In total, 453 creative participants have been directed to our opportunities offered under the writer development activity pillar.	Our project progress and evaluation reports

Organisational Outputs

Activity Key Measures of Success: **Writer Development**

Targets for 31 March 2021	Current Progress 1 October – 31 December	Overall Progress 1 April – December 2020	Method of data capture
<p>We provide at least 300 creative and professional opportunities for early career writers annually, compared to 293 in 19/20.</p>	<p>90 creative and professional opportunities for early career writers were delivered. In October, Kittie Belltree was appointed to deliver activity as part of the Drawing the Word project in partnership with Disability Arts Cymru. In addition, Yasmin Begum secured the shadowing opportunity, increasing her knowledge of running workshops for individuals with disabilities.</p>	<p>193 early career writers have been provided with creative and professional opportunities since April 2020.</p>	<p>Our project progress and evaluation reports</p>
<p>There are at least 30,000 unique page views of our online writer development information annually, compared to 35,000 in 19/20.</p>	<p>In the above period, we received 6,902 unique page views on our writer development information and 8,886 total views.</p>	<p>Since April, we have received 24,889 page views of our writer development information.</p>	<p>Google analytics</p>
<p>A total of 80 young writers (aged 16-30) are provided with sustained support annually, compared to 140 in 19/20.</p>	<p>In total, 58 young writers have been provided with sustained support. For example, 2 young writers from Wales on low incomes were supported by a Literature Wales Bursary and REACT Funding to attend our Tŷ Newydd Virtual Winter Retreat free of charge. Both individuals have engaged with Tŷ Newydd in the past and one individual, who had recently been made redundant, participated with the view of honing employability skills for future opportunities.</p>	<p>In total 84 young writers have been provided with sustained support since April.</p>	<p>Our project progress and evaluation reports</p>

Organisational Outputs

Activity Key Measures of Success: **Wales' Literary Culture**

Targets for 31 March 2021	Current Progress 1 October – 31 December	Overall Progress 1 April – December 2020	Method of data capture
At least 200 established writers and 250 literary works are engaged in high-profile projects annually, compared to 250 and 244 respectively in 19/20.	57 established writers and 198 literary works have engaged in our high-profile projects since October. Our pilot virtual courses at Tŷ Newydd Writing Centre saw a range of course tutors and guest readers deliver exciting content to writers.	In total, 172 established writers and 323 literary works have engaged in our high-profile projects in the above period.	Our project progress and evaluation reports
We will collaborate on and facilitate at least 20 partnership and exchange projects outside Wales annually, compared to 21 in 19/20.	In the above period, we collaborated on or facilitated 5 partnership and exchange projects outside of Wales . Our Head of Programmes recently represented Literature Wales as part of the virtual International Literature Showcase organised by the National Centre for Writing in Norwich.	In total, we have collaborated on or facilitated 12 partnership and exchange projects outside of Wales during the above period.	
Through our intervention, at least 35 commissions per year are awarded to established writers by other organisations, compared to 43 in 19/20.	17 established writers have been awarded commissions through our intervention in the above period.	A total of 69 commissions have so far been awarded to established writers by other organisations as a result of our intervention.	
A minimum of 24 early career writers engage with our high-profile opportunities annually, compared to 54 in 19/20.	7 early career writers engaged with our high-profile projects , including a number of the artists through the Plethu/Weave project which gained a total of 224,940 digital views across both Literature Wales and National Dance Company platforms.	A total of 24 early career writers have engaged with our high-profile opportunities.	

Organisational Outputs

Operational Measures of Success: **Monitoring & Evaluation**

Targets for 31 March 2021	Current Progress 1 October – 31 December	Overall Progress 1 April – December 2020	Method of data capture
<p>70% of our data from our activity and operational projects is stored in our central monitoring & evaluation (M&E) hub</p>	<p>Roughly 75% of our data from our activity and operational projects is stored in our central M&E hub. Delivery staff now provide a breakdown of statistics for both their online ‘in-person’ engagements alongside their digital reach. In addition, we have altered our data collection models to align with information needed for the biannual ACW APW survey.</p>	<p>As left.</p>	<p>Our project progress and evaluation reports and annual MARCOMMs survey</p>
<p>1 Annual Report communicating our impact has been circulated</p>	<p>We have worked with a communications consultant, designer and illustrator to produce a public Mid-Term Report 2019/2020 which will be circulated amongst our stakeholders in the new year.</p>	<p>As left and the full Annual Report has been logged with the relevant bodies and is available to download from our website.</p>	
<p>12 monthly [PAUSED 20/21] and 4 quarterly evaluation reports have been produced</p>	<p>This is the third quarterly evaluation report of 2020/2021. We have now established a simple format for the SLT to receive a monthly progress report during 2020/2021.</p>	<p>We have produced 3 quarterly evaluation reports in the above period.</p>	
<p>85% of new or perennial projects are pitched to SLT, and all reference learning points from our analysis [PAUSED 20/21]</p>	<p>We are revising our project pitching system as a result of the changes to our delivery programme due to COVID-19. Staff have been encouraged to pitch new projects to SLT that could be of benefit to freelance writers and communities during COVID-19.</p>	<p>As left.</p>	

Organisational Outputs

Operational Measures of Success: **Human Resources**

Targets for 31 March 2021	Current Progress 1 October – 31 December	Overall Progress 1 April – December 2020	Method of data capture
100% staff have attended at least 2 cross-team training sessions	In the above period, 100% of staff attended 3 cross-team training sessions . Policy training was delivered to the team in October 2020 on our updated Welsh-language and Environmental Action Plans, and all staff attended a Creative Planning session in October.	100% of staff have attended 3 cross-team training sessions since April 2020, and 15% attended a further session.	Our project progress and evaluation reports
At least 2 staff have benefitted from sustained professional development opportunities (e.g. courses)	2 staff members are receiving sustained professional development opportunities. Our Head of Development & Deputy CEO is still receiving mentoring to develop our commercial offer, and our Community Participation Manager has received Safeguarding and I-act Mental Health training.	In total, 3 staff members have benefitted from professional development opportunities.	
Staff job satisfaction ratings have increased by at least 7% [PAUSED 20/21]	The staff well-being survey is scheduled for Q4. We are prioritising the well-being of staff in the current climate alongside frequently sharing resources to support the team whilst working from home.	As left.	Company culture analysis as part of the Staff Well-Being Plan and the PDRs
At least 5% of our employees, volunteers, contractors and Directors identify as BAME and 5% have disabilities, and 1 of these is in a senior position on the staff and Board (pending vacancy availability)	17% of our employees, volunteers, contractors and Directors are from Black, Asian and Minority Ethnic backgrounds and 6% have disabilities. 4 of these are in senior positions.	As left.	Our project progress and evaluation reports
We will have worked with at least 7 volunteers	No volunteers have worked with us in the above period.	We have worked with 9 volunteers in the above period.	

Organisational Outputs

Operational Measures of Success: **Tŷ Newydd Writing Centre Business**

Targets for 31 March 2021	Current Progress 1 October – 31 December	Overall Progress 1 April – December 2020	Method of data capture
2 successful Trusts & Foundations grant applications for funds towards Tŷ Newydd conservation, repairs and maintenance work	We are waiting to hear the outcome for the 5 Trusts & Foundations which have been submitted for funding towards the conservation of Tŷ Newydd Writing Centre .	As left.	Our quarterly accounts and record of fundraising work
Friends of Tŷ Newydd Scheme launched, and at least 30 new Friends join [PAUSED 20/21]	Due to COVID-19, the Friends of Tŷ Newydd scheme, which will operate alongside the Friends of Literature Wales, is currently on hold.	As left.	
New specifications of works created by architects for urgent repairs needed on the conservatory [PAUSED 20/21]	Whilst the centre is closed due to COVID-19, works will remain on hold.		Our project progress and evaluation reports
2 bedrooms refurbished to a high-standard [PAUSED 20/21]			
At least 85% of Tŷ Newydd Course attendees agree that their visit helped them progress as an author, and 90% state that they will return to the centre in the future [PAUSED 20/21]	Due to COVID-19, the collection of this data is paused. We are currently designing a short evaluation activity for participants who attend our virtual courses to complete.	As left.	

Organisational Outputs

Operational Measures of Success: **Governance & Sector Consultation**

Targets for 31 March 2021	Current Progress 1 October – 31 December	Overall Progress 1 April – December 2020	Method of data capture
Survey a representative pool of at least 120 individuals from stakeholder groups and representing strategic partners at least once a year	We have finalised our annual Stakeholder Survey and will be sharing it with a range of stakeholder groups in the new year.	As left.	Our project progress and evaluation reports
Interview or discuss our work with a representative network of at least 18 Critical Friends at least once a year	We have worked on a new list of Critical Friends from a range of backgrounds to invite to share input on our organisation. We will be approaching these individuals in the new year.	There have been 2 Critical Friends meetings in the above period.	
Convene 3 Management Board Advisory Group meetings, 15 SLT Operations meetings and 2 cross-staff Creative Planning sessions annually	1 Management Board Advisory Group and 13 SLT Operations meetings have been conducted. All staff members attended a Creative Planning session in October to provide input to our strategic direction whilst identifying gaps and potential areas of development within the organisation.	4 Management Board Advisory Group meetings (COVID-19 Emergency Board Meetings) and 58 SLT Operations Meetings were convened. 1 cross-staff Creative Planning sessions have been held to date.	
Share analysis of stakeholder feedback via monthly and quarterly evaluation reports, and reference it in decision-making	We continue to share analysis of stakeholder feedback within our quarterly evaluation reports, and reference it in the CEO Report.	As left.	Project pitches and meeting minutes

Organisational Outputs

Operational Measures of Success: **Sector Facilitation**

Targets for 31 March 2021	Current Progress 1 October – 31 December	Overall Progress 1 April – December 2020	Method of data capture
Directly deliver no more than 10 projects annually	We have paused the majority of activity projects as a result of COVID-19. A new and updated Activity Programme is being developed for 21/22. We currently have 14 activity project budgets active, and 9 of these are directly delivered projects.	As left.	Our project progress and evaluation reports
Intensively support at least 30 partner-led projects as facilitators or secondary partners annually, and support another 70 with general in-kind support.	We have intensively supported 14 partner-led projects as facilitators or secondary partners and provided 12 with general in-kind support. For example, we are currently supporting Artworks Cymru in delivering an Artist Coaching Pathway. In addition to this, we are specifically supporting artist clare e. potter through the process of mentoring 3 early career writers.	In total, we have intensively supported 21 partner-led projects and provided general in-kind support to another 28.	
Provide funding and/or in-kind support to at least 700 individuals, groups and organisations annually	In the above period, we have provided 171 hours of support and in-kind support to 93 individuals, groups and organisations. For example, we supported a Go Wales student with career advise and information about the literature and publishing sector, and provided admin support to the Wales Cultural Alliance group.	We have provided funding and/or in-kind support to 318 individuals, groups and organisations since April 2020.	
Have stimulated at least 10 new self-run sustainable literary projects in areas of need	We have stimulated 3 new self-run sustainable literary projects in areas of need.	In total, 8 new literary projects have been stimulated in areas of need.	

ACW Additional RFA Target Update

Engaging with our Sector

Targets for 31 March 2021	Current Progress 1 October – 31 December	Overall Progress 1 April – December 2020	Method of data capture
<p>Act as a sector leader and facilitator for literature in Wales, working with a wide range of partners in Wales, the UK and Internationally.</p>	<p>Literature Wales continues to act as a sector leader and facilitator for literature in Wales and beyond.</p> <p>In addition to our regular facilitation offer, our staff members have represented the organisation at a variety of taskforces set up to assist the recovery of different elements of the arts and cultural sectors during the COVID-19 crisis. Our staff continue to volunteer based on interests, skills and experience. More than ever before, we now contribute to and have current knowledge of crucial conversations happening across Wales and beyond.</p>	<p>As left.</p>	<p>Organisational Sector Facilitation Record</p>

Evaluation

Organisational & Operational Learning Points

Organisational Learning 1 October – 31 December 2020

- Since the start of the COVID-19 pandemic, we have increasingly realised the value, importance and power delivering activities that have a direct focus on our **three Tactical Priorities**. We will enter the new year with an increased understanding of how to further integrate these themes into our Activity Plan to support organisations both within and beyond our sector. This learning will feed into the development of the 2022-2025 Strategic Plan.
- We successfully produced our **Mid-term Report 2019/2020** which simultaneously looks back at our progress since the launch of the 2019-2022 Strategic Plan, but also presents our future pledges to the sector, writers and our audiences. This pilot enabled us to identify the best ways of delivering this kind of document, presenting us with a method delivery that can be deployed next year for the end of three year campaign. A key learning point was streamlining the number of editors involved.
- As an organisation we have continued to reach out to our colleagues across the sector and **deepen our links with other cultural and creative organisations**. This spirit of collaboration has been extremely valuable as we've responded together to the urgent needs of freelancers for example, and have helped to make recommendations to funders on important issues such as the Cultural Contract, as well as being part of a wider group developing a Cultural Manifesto ahead of the 2021 Senedd Elections.

Operational Projects 1 October – 31 December 2020

- As we entered the second phase of delivery of our 2019-2022 Strategic Plan, we recognised the need to continue to engage with, and receive feedback from, a range of our key **stakeholders**. Starting in the above period and continuing in the new year, we are planning to refresh our **Critical Friends**, share our progress with high-profile stakeholders and funders, and launch our annual **Stakeholder Survey** in order to gain insight to assist the development of our strategic direction.
- As a result of the impact of the COVID-19 pandemic on our Activity Plan, we identified the need to revisit our **Project Pitching system**. To ensure we are supporting the wider sector through these uncertain times and whilst a number of our projects are paused, we will encourage staff to more formally pitch potential projects to SLT that meet our strategic aims. The new process asks them to better scrutinise strategic alignment and need/demand.
- In order to continue the important work of improving the **internal staffing structures** in the organisation, we have selected two areas of work for external HR specialist, Lesley Rossiter to support our development. In the new year, SLT and wider staff will attend training sessions based on 'Good Management' and 'Good Performance' to ensure our progress does not decline in light of the current circumstances. A new PDR will be developed and working group models to further distribute decision-making.

Evaluation

Activity Learning Points

Activity	Learning Points 1 October – 31 December 2020	Future Actions / Recommendations
Welsh Lands & Lore	<p>The secondary research so far undertaken for Welsh Lands & Lore has identified a strong overlap between the interests of audiences who play fantasy-themed Role-Playing Video Games (RPGs) and Welsh legends. However, it has also identified almost non-existent association of these stories as Welsh within games. Primary research analysis due in Q4 will expand our knowledge the market and industry.</p>	<p>We must continue to work in new mediums that present opportunities for Literature Wales to reach wider audiences to strengthen the reputation of Wales' Literary Culture.</p>
Professional Development Programme	<p>We received just under 60 applications for the Professional Development Programme for Writers of colour in December. As a result of both the high number of applications and the exceptional quality of the applicants, we had to reschedule the initial selection date to allow the panel more time within the decision process.</p>	<p>We need to ensure there is enough time for panels to digest and decided on successful applicants for future schemes.</p>
Plethu/Weave	<p>In partnership with National Dance Company Wales, the Plethu/Weave project budget ringfenced funds for paid digital marketing to increase the reach and breadth of the project in terms of video views and engagement. Whilst a selection of the videos created integrated and/or focused on socio-political issues through their artistic output, Facebook did not allow for one of the pieces to be promoted through a sponsored post. This project in particular mentioned Black Lives Matter in the copy and was suppressed as a political or social message, resulting in a slightly lower number of views than the others.</p>	<p>For future paid advertising posts, we need to conduct research and be aware of the current guidelines in terms of online censorship.</p>