

BARDD PLANT CYMRU

2021/2022

Organisational Report #11

Period covered: 1 October – 31 December 2021

Casi Wyn Bardd Plant Cymru 2021-23 and Connor Allen, Children's Laureate Wales 2021-23

CHILDREN'S LAUREATE WALES.

llli Llenyddiaeth
Cymru
Literature
Wales

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How to read this report

- This report is an amalgamation 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 3** (2021/2022) 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 revision**.
- Our **Key Measures of Success 2021/2022 may be slightly lower than those set in 2020/2021**. 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 still realistic to achieve.

COVID-19 Update

An autumn of digital launches, adapting to guidelines, and reaching new audiences.

Covid-19 continued to have an impact across our activity and operational processes during this quarter.

Tŷ Newydd staff developed the 2022-23 programme of courses with the tentative intention of re-opening its doors to the public in April 2022. Conservative income projections have been made to allow for this continued uncertainty and we are continuing to develop a digital offer to support writers. The new courses- both digital and residential- aim to attract new writers through Tŷ Newydd's (digital) doors, and address important issues such as the climate emergency and representation and diversity.

The new Children's Laureates were announced digitally, with plans of an in-person event adapted as schools across Wales struggled with a rising number of cases. COVID-19 also impacted the Laureates' first high-profile event, organised in partnership with EYE Cymru as the light festival was postponed until October 2022. Both poets will focus their time on engaging with children who have not previously had the opportunity to enjoy poetry workshops, and will adapt to digital platforms where necessary to ensure safety and accessibility.

Wales Book of The Year was open to submissions during the quarter with a fantastic number of book submissions received. The awards ceremony is again set to take place digitally in 2022 following the expanded reach recorded over the past two years. The quarter was also marked by the launch of our Inspiring Communities Fund and digital Writers of Wales database. Both are valuable resources to help facilitate more widespread literary activity across Wales. Having learnt more about the accessibility and appeal of digital resources over the past two years, developing digital resources such as the above will be something we continue to develop in Q.4 and from April 2022 onwards.



Highlights

Organisational

- The quarter was a period of transition and recruitment which saw two members of staff, Creative Lead, **Della Rose Hill-Katso** and Community Participation Officer, **Steffan Phillips** leave after almost 4 years in the organisation. **Marvin Thompson** was appointed as new Creative Lead and **Emily Dafydd-Drew** joined the team as Creative Executive. Read more about them and their responsibilities [here](#).
- **Branwen Llewellyn** took on the role of Interim Communications Lead and will return to work full time in 2022.
- The new staff structure was finalised, ensuring consistency and clarification of job titles and responsibilities throughout the organisation.

Activity

- Poet **Anisur Rahman** visited Wales and met the National Poet of Wales, **Ifor ap Glyn** to develop the literary exchange that has been built between Wales and Sweden and the Bangladeshi diaspora [over the last eight years](#).
- A successful Children's Laureate launch was delivered with [Casi Wyn](#) announced as Bardd Plant Cymru 2021-23 and [Connor Allen](#) announced as Children's Laureate Wales 2021-23. The announcement received a positive response and widespread attention in the press and media.
- The collaborative [Dy Lais- Your Voice](#) poem, developed by poets Anni Llŷn, Taylor Edmonds, Gruffudd Owen and Eloise Williams with 24 primary schools during the summer of 2021- was read during the official opening of the sixth Senedd. You can watch it [here](#).
- A successful application call-out was delivered for the second round of [Representing Wales](#) with 95 applications received from all over Wales. The second year of the programme will see Literature Wales offering sustained support to a cohort of writers from low-income backgrounds.
- A new [Writers of Wales database](#) was launched as well as our new [Inspiring Communities Fund](#) which both aim to facilitate a more widespread offer of literature activity across Wales.
- A diverse and exciting programme of **Tŷ Newydd digital taster courses** launched for the Winter along with **two residential courses** which will take place in Spring 2022. The two residential courses aim to address the lack of representation in Wales' bilingual offer of children's fiction. You can read [Reflecting Realities 2021 annual report](#) here and learn more about how their methodical research into ethnic diversity in UK children's literature has influenced Literature Wales' strategy in this blog post [here](#).

REPRESENTING WALES

The second round of Representing Wales was launched, this time looking to support authors from low-income backgrounds.

Operational

- The team collaborated to review and update the organisation's policies.
- All staff attended an internal training session on project data collection, led by the deputy CEO **Claire Furlong** and Creative Executive, **Miriam Sautin**.
- The Senior Leadership Team was divided into two sub-groups with one focussing on operational issues and the other discussing creative topics. This change aims to streamline internal discussion and ensure transparency within the wider team.
- A new Communications Plan was developed ahead of the launch of the 2022-25 strategic plan.



Monthly reading groups, in collaboration with national partner, The Reading Agency, started in Flintshire last October



Dy Lais- Your Voice poem was performed at the opening ceremony of the Senedd.



Emily Dafydd-Drew joined us as a new Creative Executive in November



National Poet of Wales Ifor ap Glyn, visited universities across Germany as part of his role as cultural ambassador



Submissions reopened this quarter for Wales Book of the Year



Applications for the [Inspiring Communities Fund](#) reopened in November and received 54 applications over the last two months.



The Writers of Wales database was relaunched, helping talent to be discovered



In December, Marged Tudor and Ffion Campbell-Davies express themselves as part of the Plethu/Weave series



A new residential course was developed for Tŷ Newydd, based on writing characters of colour for children with tutors Jasbinder Bilan (Left) and Patience Agbabi (Right)



We said that we will make a significant contribution to the well-being of the future generations of Wales.

We are doing this by increasing accessibility to, and conveying the joy of creative writing and reading for children and young people all around Wales.

Since April 2019 there have been...

146,601

Digital views of Children's Laureates' video content

130

School visited by our Children's Laureates

22

Official Children's Laureate Poems Commissioned

5

Children's Laureates

Figures from 1 April 2019 – 31 December 2021
*Source: Our progress and evaluation reports

Highlight: Children & Young People

Based on our understanding of the power of literature to empower, improve and brighten lives, we believe that it's vital to develop and nurture an enriching relationship with literature from a young age. Our responsibility towards young audiences has only grown since launching our strategy in 2019 as reports of isolation, anxiety, and other mental health issues [within the age group increased over the last two years](#). Delivering projects with a focus on accessibility, representation and health and well-being continue to be a priority, and below are examples highlighting our commitment to the children and young people of Wales.

Wales 2021-23 Children's Laureates

Over the next two years, poetry and performance will set the imaginations of children alight as the poet and multidisciplinary artist **Connor Allen**, took on the role of Children's Laureate Wales and the singer, songwriter and writer **Casi Wyn**, was appointed as the Bardd Plant Cymru. The two projects complement one another, and over the next two years both Connor and Casi will contribute towards nurturing a healthier, more creative, and more diverse generation of readers and writers across Wales. They will primarily work with young people aged 5-13 years by running school workshops and developing literary projects with strategic partners

"Engaging in creative writing and reading activities can transform lives, unlocking children's potential and opening new doors – and it's very exciting to see how they will share their stories and find confidence in their voices with inspiration from Connor and Casi."

-Deputy Minister for Arts and Sport, Dawn Bowden

'Do You Get Me' Project at Tonyrefail Community School

Eloise Williams, award-winning children's writer and the first ever Children's Laureate Wales started an exciting new adventure as a year-long writer-in-residence at **Tonyrefail Community School** in Rhondda Cynon Taf. During this term, Eloise offered bespoke workshops for Yr. 8 pupils and a group of KS3 pupils who live with anxiety and other mental health challenges. She also held informal sessions in the school library at lunch time where pupils can come and have a chat with her about the books. On top of this, a creative writing competition was held throughout the school with Firefly Press kindly donating a selection of books to the five winners. We will continue to measure the impact of Eloise's residency at Tonyrefail, and the findings will be shared with schools across Wales to inspire them to explore the possible benefits of appointing writers and artists in residence at their own schools.

"I enjoyed it. Made me feel better because I have anxiety and hate talking about it."

-KS3 Pupil

"Anyone can be an author."

-KS3 Pupil

Organisational Impact & Outcomes

	Target for 31 March 2022	Current Progress 1 October – 31 December 2021	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	During this quarter, we looked into our established methods of tracking long-term impact across our activity offer and operational systems. The newly developed and simplified monitoring and evaluating process will be put into action in April 2022.	2019-22 Longitudinal Survey (On pause until April 2022)
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 	<p>The longitudinal survey will feature in the new impact framework and will be further developed during Q.4. By clearly defining the survey's aims, and selecting a diverse set of participants, we will create a helpful and efficient legacy tracking tool for the organisation.</p> <p>Alongside our plans for the longitudinal survey, we have also researched different ways of tracking our writers from their first involvement with Literature Wales to all future collaborations. This is in order to centralise staff knowledge and to ensure widespread support to a wide range of writers.</p>	

Organisational Outputs

Activity Key Measures of Success: **Participation**

Targets for 31 March 2022	Current Progress 1 October– 31 December 2021	Overall Progress	Method of data capture
The proportion of Wales' population participating in creative writing has increased by 3.1 percentage points from 9.4% in 2021.	The Arts Council of Wales Omnibus Survey 20/21 has not yet been released. We expect it to be published by autumn 2021.	As left.	Arts Council of Wales Omnibus Survey on arts participation
At least 100,000 creative participants and audience members engage in our activity annually, compared 367,236 2020/2021.	This quarter, 6,398 creative participants and audience members have attended our activity 'in person'. We've also engaged with 18,892 people through digital activities, including resources, social media, video and online activity.	Since April 2021, 123, 878 creative participants and audience members (including digital figures) have engaged with our activity.	Our project progress and evaluation reports
At least 50% of our creative participants identify with one or more of our Target Client Characteristics.	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.	Equality & Diversity monitoring forms
At least 550 creative participants are directed to our writer development opportunities compared to 694 in 20/21.	69 creative participants have been directed to our writer development opportunities in the above period.	In total, 280 creative participants have been directed to our writer development opportunities since April 2021.	Our project progress and evaluation reports

Organisational Outputs

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

Targets for 31 March 2022	Current Progress 1 October – 31 December 2021	Overall Progress	Method of data capture
<p>We provide at least 300 creative and professional opportunities for early career writers annually, compared to 280 in 20/21.</p>	<p>40 creative and professional opportunities were provided to early career writers this quarter. For example, in December, four early career writers on our <i>Ar y Dibyn</i> project showed great potential. In turn, funding was extended and partners have begun the search for further funding to extend the programme.</p>	<p>In total, we have provided 152 creative and professional opportunities for early career writers since April 2021.</p>	<p>Our project progress and evaluation reports</p>
<p>There are at least 37,000 unique page views of our online writer development information annually, compared to 33,463 in 20/21.</p>	<p>Our writer development information received a total of 2,409 unique page views, this quarter. We further developed our Information and Resources project, with the project being fed into and approved by all staff during one of our monthly Creative Meetings.</p>	<p>In total, we have received a total of 10,517 unique page views of our writer development information. Lower than last year, we aim to increase the number of unique page views by developing an exciting and relevant offer of digital resources.</p>	<p>Google analytics</p>
<p>A total of 150 young writers (aged 16-30) are provided with sustained support annually, compared to 175 in 20/21.</p>	<p>44 young writers were provided with sustained support this quarter.</p>	<p>In total, we have provided sustained support to 120 young writers since April 2021.</p>	<p>Our project progress and evaluation reports</p>

Organisational Outputs

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

Targets for 31 March 2022	Current Progress 1 October– 31 December 2021	Overall Progress	Method of data capture
At least 260 established writers and 400 literary works are engaged in high-profile projects annually, compared to 234 and 410 respectively in 20/21.	27 established writers and 210 literary works have engaged in our high-profile projects this quarter. This includes all the Wales Book of The Year book submissions.	In total, 139 writers and 431 literary works have engaged in high-profile projects since April 2021. It's worth noting that Tŷ Newydd's prolonged closure has resulted in lower figures than expected for this target.	Our project progress and evaluation reports
We will collaborate on and facilitate at least 23 partnership and exchange projects outside Wales annually, compared 18 in 20/21.	We have collaborated on and facilitated 3 partnership and exchange projects outside of Wales .	In total, we have collaborated on and facilitated 13 partnerships and exchange projects outside of Wales since April 2021.	
Through our intervention, at least 80 commissions per year are awarded to established writers by other organisations, compared to 114 in 20/21.	11 commissions have been awarded to established writers by other organisations.	In total, 26 commissions have been awarded to established writers by other organisations through our intervention since April 2021.	
A minimum of 60 early career writers engage with our high-profile opportunities annually, compared to 57 in 20/21.	18 early career writers have engaged with our high-profile projects.	In total, 53 early career writers have engaged in our high-profile projects since April 2021.	

Organisational Outputs

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

Targets for 31 March 2022	Current Progress 1 October – 31 December 2021	Overall Progress	Method of data capture
100% of our data from our activity and operational projects is stored in our central monitoring & evaluation (M&E) hub	Having identified that not all of our activity and operational data is being captured through our monthly project progress and evaluation reports we've been careful to consider staff capacity in developing the new impact framework during this quarter. All staff attended an internal training session on project data collection, led by the deputy CEO Claire Furlong and Creative Executive, Miriam Sautin.	As left.	Our project progress and evaluation reports and annual MARCOMMs survey
1 Annual Report communicating our impact has been circulated	We have successfully produced our Annual Report 2020/2021 .	As left.	
12 monthly [PAUSED 21/22] and 4 quarterly evaluation reports have been produced	This is the third quarterly evaluation report of 2021/2022. The plan of creating monthly reports has been put on pause and during this quarter we've developed new internal communications processes which include staff presentations, and increased transparency from Senior Leadership team Meetings.	We have produced 3 quarterly reports since April 2021.	
100% of new or perennial projects are pitched to SLT, and all reference learning points from our analysis	100% of projects have been pitched to SLT in the above period. Feedback from staff suggests that the monthly Creative Meetings have been helpful to refine project pitches before submission. Project planning documents have evolved and a new system will be in place from April 2022 which is less formal than the project pitching process which staff have suggested is too time consuming. The process was necessary whilst the organisation transitioned over the last few years, but all staff now understand the changes and the system is no longer fit for purpose.	As left.	

Organisational Outputs

Operational Measures of Success: Human Resources

Targets for 31 March 2022	Current Progress 1 October – 31 December 2021	Overall Progress	Method of data capture
100% staff have attended at least 3 cross-team training sessions	In the above period 100% of staff attended varied internal and external cross team training sessions including Measuring Impact & Monthly Data Collection Processes (internal) and some staff attended Family Arts Conference: What Now? What Next?	100% of staff have attended at least 6 cross team training sessions since April 2021.	Our project progress and evaluation reports
At least 4 staff have benefitted from sustained professional development opportunities (e.g. courses)	4 Staff members have benefitted from sustained professional development, including AAT Finance Apprentice (1) and Welsh Language Course (3)	4 staff have benefitted so far form sustained professional development.	
Staff job satisfaction ratings have increased by at least 7%	We are currently finalising our staff well-being/satisfaction survey which will be sent out in early 2022/23 . We prioritise staff well-being and carefully consider their preferences and situations when discussing a return to the office	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)	Over this period an average of 9.27% our employees, volunteers, contractors and Directors identify as BAME and 0% have disabilities, and 3 of these are in a senior position on the staff and Board.	As left.	Our project progress and evaluation reports
We will have worked with at least 20 volunteers	8 volunteers have worked with us in the above period through our activity projects.	We have worked with 15 volunteers in since 1 April 2021 (lower than expected sue to covid-1`9 restrictions.)	

Organisational Outputs

Operational Measures of Success: Tŷ Newydd Writing Centre Business

Targets for 31 March 2022	Current Progress 1 October – 31 December 2021	Overall Progress	Method of data capture
2 successful Trusts & Foundations grant applications for funds towards Tŷ Newydd conservation, repairs and maintenance work	No Trust & Foundation grant applications have been submitted in the above period. A new fundraising strategy is now underway, and a case for support has been developed. The first trust applications will be submitted in Jan 2022.	As left.	Our quarterly accounts and record of fundraising work
Friends of Tŷ Newydd Scheme launched, and at least 30 new Friends join [PAUSED 21/22]	Due to COVID-19 the Friends of Tŷ Newydd scheme, which will operate alongside the Friends of Literature Wales, is currently on hold.		
New specifications of works created by architects for urgent repairs needed on the conservatory [PAUSED 21/22]	Whilst the centre is closed due to COVID-19, works will remain on hold.	As left.	Our project progress and evaluation reports
2 bedrooms refurbished to a high-standard [PAUSED 21/22]			
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 21/22]	Due to COVID-19, the collection of this data is paused.		

Organisational Outputs

Operational Measures of Success: Sector Facilitation

Targets for 31 March 2022	Current Progress 1 October– 31 December 2021	Overall Progress	Method of data capture
Directly deliver no more than 10 projects annually	6 projects have been directly delivered during this quarter, including Wales Book of the Year and Representing Wales.	A total of 6 projects have been directly delivered this year. Most directly delivered projects run year-round.	Our project progress and evaluation reports
Intensively support at least 30 partner-led projects as facilitators or secondary partners annually, and support another 30 with general in-kind support .	We have intensively supported 8 partner-led projects as facilitators or secondary partners and provided 4 with general in-kind support	In total, we have intensively supported 28 partner-led projects and provided general in-kind support to another 19 .	
Provide funding and/or in-kind support to at least 500 individuals, groups and organisations annually, compared to 400 forecast for 2020/2021.	In the above period, we have provided in-kind support to 108 individuals, groups and organisations .	In total, we have provided in-kind support for 261 individuals, groups and organisations.	
Have stimulated at least 12 new self-run sustainable literary projects in areas of need, compared to 10 forecast for 2020/2021.	We have stimulated 11 new self-run sustainable literary projects in areas of need.	In total, we have stimulated 27 new self-run sustainable literary projects in areas of need.	

APW Additional RFA Target Update

Engaging with our Sector, Freelancer Creative Opportunities & Environmental Action Plan

Targets for 31 March 2022	Current Progress 1 October – 31 December 2021	Overall Progress 1 April 2021 – 31 December 2021	Method of data capture
Act as a sector leader and facilitator for literature in Wales, working with a wide range of partners in Wales, the UK and Internationally.	Literature Wales continues to act as a sector leader and facilitator for literature in Wales and beyond. Regularly attending and participating in wider sector discussions, including the Wales Culture Alliance and What Next? Cymru ensures that we maintain key contacts within the sector, and prompt discussions on new ideas and initiatives. See the Sector Facilitation page for further data.	As left.	Our project progress and evaluation reports
Co-deliver at least 2 new partnership projects using creative writing to build well-being within a stakeholders' workplace (e.g. for NHS workers, working with Welsh Health Boards).	Creative Writing workshops for NHS staff delivered in partnership with CTMUHB led by Uschi Turoczy were developed during this quarter. The workshops promote positive wellbeing and collaboration between participants. The outcome of the project will be a short anthology of poetry, written by participants.	As left.	
Only 40% or less of staff commutes involves travelling to the office in a car by themselves.	The team's working pattern has drastically changed over the last year but as we prepare for a partial return to the office, we will encourage staff to consider different methods of transport, namely through our new Cycle To Work Scheme .	As left.	
Milage claimed by staff for work purposes (to events, meetings etc) reduced by 50% compared with pre COVID-19 2019-20 figures.	This target is paused due to COVID-19.	As left.	

Evaluation

Organisational & Operational Learning Points

Organisational Learning 1 October – 31 December 2021

Over the last quarter, we recruited for two key roles - Creative Lead and Creative Executive. For the first time we offered guaranteed interviews for candidates who were from a minority ethnic or low-income background or who lived with a disability or chronic illness, and met the basic requirements for the role. We learnt a lot from this process. Firstly, we received more applicants than previously who met these requirements (77% of Creative Exec applicants, and 50% of Creative Lead) which indicates that people who wouldn't ordinarily applied, did. Our interview candidates were therefore more diverse and panel members reported being positively surprised by some candidates who presented themselves much better in interview context than through written application. This indicates that we have previously overlooked good candidates and not progressed them to interview. Finally, the recruitment processes ended up with the new team members coming from Black Caribbean and mixed – white/indo-Caribbean backgrounds. They've both brought a wealth of experience to the team, and are two strong new voices contributing to our decision making processes.

In other staffing news, Branwen officially took on the role of Interim Communications Lead and has worked with Claire to agree a comprehensive task list which will give her opportunity to showcase her leadership over the coming months as she returns from maternity leave.

Finally, as all directors are aware, the staff restructure that was started in Jan 2020 was concluded with all staff job titles and line-management structure now clear.

Operational Projects 1 October – 31 December 2021

The last quarter saw the team developing and improving its internal communication processes in order to ensure learning points are shared and transparency throughout the organisation.

The organisation's task based approach now means that the majority of staff lead or contribute to reviewing and developing organisational policy annually. This process helps to identify team training needs including Safeguarding, Accessibility and Deafness Awareness which already have, or will imminently take place. All policy changes or new policies approved by the Board during the February 2022 meeting will be communicated internally, with further training offered where necessary.

The Senior Leadership Team was divided into two sub-groups with one focussing on operational issues and the other discussing creative topics. This change aims to streamline internal discussion and ensure transparency within the wider team.

Activity Learning Points

Activity	Learning Points 1 October – 31 December 2021	Future Actions / Recommendations
2021-23 Children's Laureates Launch	<p>Our new Children's Laureates were announced on National Poetry Day 2021. The announcement received a positive response on social media with the choice of date boosting media and press opportunities for the poets with Connor interviewed on ITV Wales and Cafi on S4C.</p> <p>Launching with a video poem also proved to be successful and was a helpful resource to share with stakeholders, partners, and the media.</p> <p>It's possible the poets could have received a more in-depth briefing before their media appearances to ensure role and responsibilities were fully understood and communicated with audiences.</p>	<p>Offer detailed media briefings before any media appearances, and ensure all relevant partners and websites are passed on to the Laureates beforehand.</p> <p>Arrange an event/project to kick-start the year, to retain interest and momentum following the launch.</p> <p>Develop a detailed impact framework with poets at the beginning of tenure, so that project goals and desired impacts can be clearly communicated with audiences.</p>
Representing Wales Application Process	<p>The second round of Representing Wales was launched and the application window was open during Q.3. A big learning point was how to create an accessible application process. Members of staff dedicated time to creating dyslexia friendly documents and answering queries over the phone and email to ensure all eligible writers were able to send in their application in a fair and sensitive way.</p> <p>The consultation process which took place during Q.2 also proved to be invaluable in informing staff who took on the responsibility of sifting applications for eligibility.</p> <p>Carefully considering staff workload was also a key learning point which resulted in recruiting a Communications Support in a freelance capacity.</p>	<p>Share learning points with team, and work on creating a consistent and accessible application process for similar projects and programmes. The team will work on ensuring applicants feel comfortable with process, and consider developing different methods of applications support to be shared via our Information & Resources page.</p> <p>Potentially triggering content in applications should be noted and considered before staff begin eligibility sifting process and pass on to Panel Members.</p> <p>Carefully consider how to approach unsuccessful applicants sensitively and mindfully via signposting and upcoming LW events.</p>
Inspiring Communities Fund	<p>Our Inspiring Communities Scheme was relaunched in November. So far, a good number of applications have been received but more could be done to attract new organisations to the scheme and in turn help facilitate diverse, original and exciting literary events.</p> <p>We also learnt that the Children's Laureate projects naturally overlap with the funding scheme, and more could be done to make relevant schools aware of the financial support on offer.</p>	<p>Further differentiate the new scheme from the previous version. Plan a careful social media campaign to try and reach new audiences. Add information about scheme to the Children's Laureates project pages.</p>