

# Literature Wales' Strategic Plan 2022-2025



Our Vision is a Wales  
where literature  
**empowers,**  
**improves,** and  
**brightens** lives.

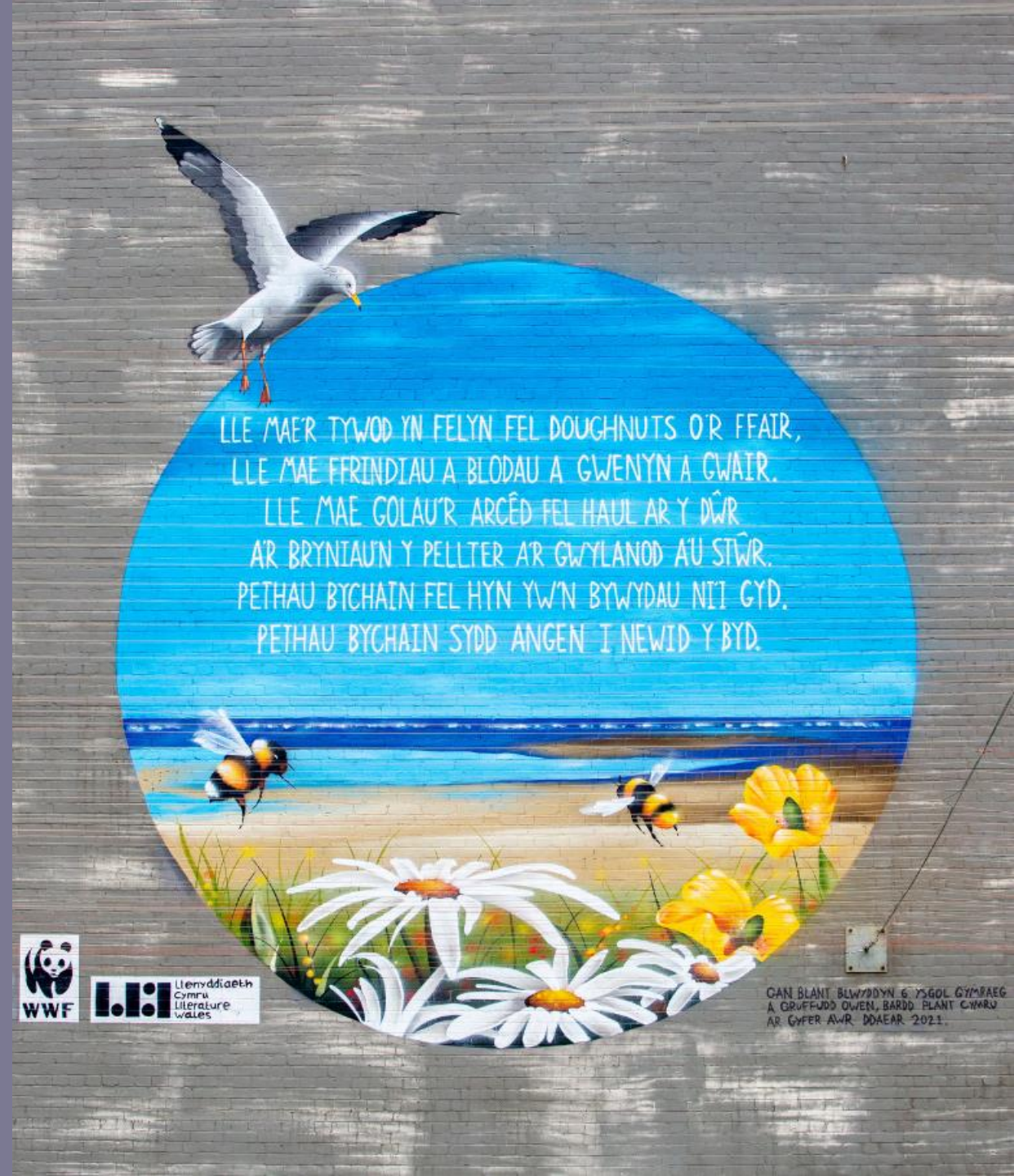
# About Us

Literature Wales is the national company for the development of literature.

Our vision is a Wales where literature empowers, improves, and brightens lives.

We facilitate, fund and directly deliver a literary programme across Wales, and work in Welsh, English and bilingually.

Our work includes inspiring communities through participation in literature, developing the skills and talents of writers, and celebrating Wales' literary culture.



LLE MAER TYWOD YN FELYN FEL DOUGHNUTS O'R FFAIR,  
LLE MAE FFRINDIAU A BLODAU A GWENYN A GWAIR.  
LLE MAE GOLAU'R ARCÊD FEL HAUL AR Y DŴR  
AR BRYNIAUN Y PELLTER AR GWYLANOD AU STŴR.  
PETHAU BYCHAIN FEL HYN YW'N BYWYDAU NI'I GYD.  
PETHAU BYCHAIN SYDD ANGEN I NEWID Y BYD.



CAN BLANT BLWYDDYN 6 YSGOL GYMBAEG  
A GRUFFYDD OWEN, BARDD PLANT CYMRU  
AR GYFER AWR DDAEAR 2021.



# Introduction

Literature has the power to connect us at a time of increasing division and global insecurity. The stories we read, hear, and tell each other can help us to explore the complexities of our lives and make sense of the world.

Now more than ever we need this power of literature in our lives.

This strategy sets out our ambitions for a Wales where literature represents our diverse voices, supports our well-being and raises awareness of the climate emergency.

This work will help us realise our vision of a Wales where literature empowers, improves and brightens lives.



# The Power of Literature

Literature, in its great variety, can have the power to connect communities and bring comfort, inspiration and hope to those who need it most.

The many benefits of engaging in literary activities are widely documented. These range from small but significant personal gains to big changes to our international reputation.

In our work we have seen individuals of all ages increase their skills and confidence, challenge their opinions, process anxieties, and express their hopes. We've seen those who have been forgotten in the past inspired to write their own futures.

We have seen literature take Wales to the world, where it has introduced our cultures and languages to vast audiences.



# Our Story so Far

Literature Wales in numbers:  
From April 2019 to March 2022...

Since its inception, Literature Wales has worked hard to represent the needs of Wales.

The figures on this page provide a snapshot of our successes over the past three years, and how we have helped inspire future generations, developed more diverse literary voices and created cultural and economic capital for us all.

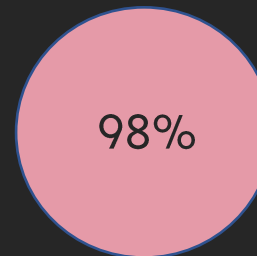
To find out more, visit the Literature Wales website:  
[www.literaturewales.org](http://www.literaturewales.org)



People participated in activity run by Literature Wales, 17,107 of which were children and young adults



Creative and professional opportunities were provided to early career writers.



Of stakeholders surveyed in 2021 said our work around representation and equality was making a difference to literature in Wales



# Our Goals

Through literature, we help to shape and improve our society, economy, and culture.

Based on our understanding of the power of literature to transform and improve lives, we have chosen goals that reflect our ambition and aspirations for Wales. They align with the [Seven Well-being Goals of the Well-being of Future Generations \(Wales\) Act 2015](#) to ensure that everything we do helps to achieve one or more of these goals.

Our goals are split into three categories, our **Priorities**, our **Strands of Delivery**, and our **Foundation**.

# Our Priorities

We have identified three priorities to focus on and invest in, which aim to create change in society through literature.



**Representation  
and Equality**



**Health and  
Well-being**



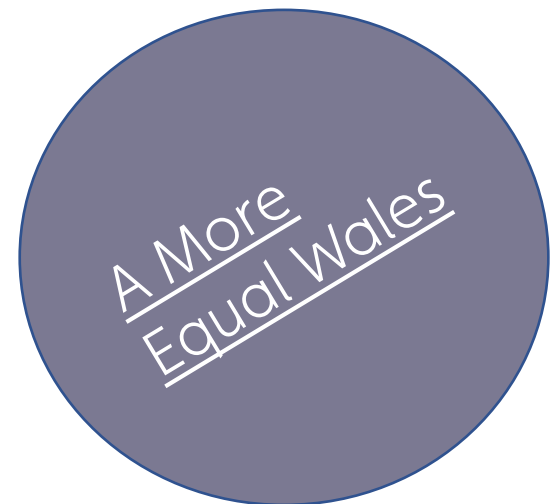
**Climate  
Emergency**

# Representation and Equality



'Come with me',  
by Connor Allen and Nia Morais.  
[Click here to watch.](#)

Shape a sector that supports equal access for all by addressing historical and structural inequalities and platforming diverse voices.





# Health and Well-being



'In the body of the text', by Sian Northey and Grace Quantock. [Click here to watch.](#)

Support the well-being of individuals and communities, using the healing potential of literature to enhance services.



# The Climate Emergency



'Threshold Song',  
by Hywel Griffiths.  
[Click here to watch.](#)

Use creativity to educate, explore and challenge, increasing knowledge of the climate emergency and inspiring lasting change.



# Our Strands of Activity

We will deliver our three priorities through our strands of activity, which is how we aim to create a vibrant literary society.



**Participation**



**Writer  
Development**



**Wales' Literary  
Culture**



# Participation

Enable more people in Wales to discover the joys of actively participating in literature, inspiring communities and increasing access to our work.



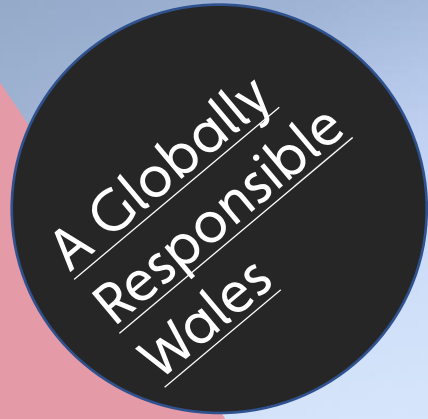
# Writer Development

Develop and support a skilled and visionary workforce in the literature sector, by providing opportunities, increasing potential, and championing fair employment practices.





# Wales' Literary Culture



Celebrate the diverse range of contemporary writers and the literary heritage of Wales with the world by creating a platform for a literature which is more relevant and accessible to a wider audience.





# Our Foundation: Y Gymraeg | The Welsh Language

Promote the Welsh Language and celebrate our unique diverse Welsh culture by encouraging a thriving literary scene and opportunities to explore through literature.

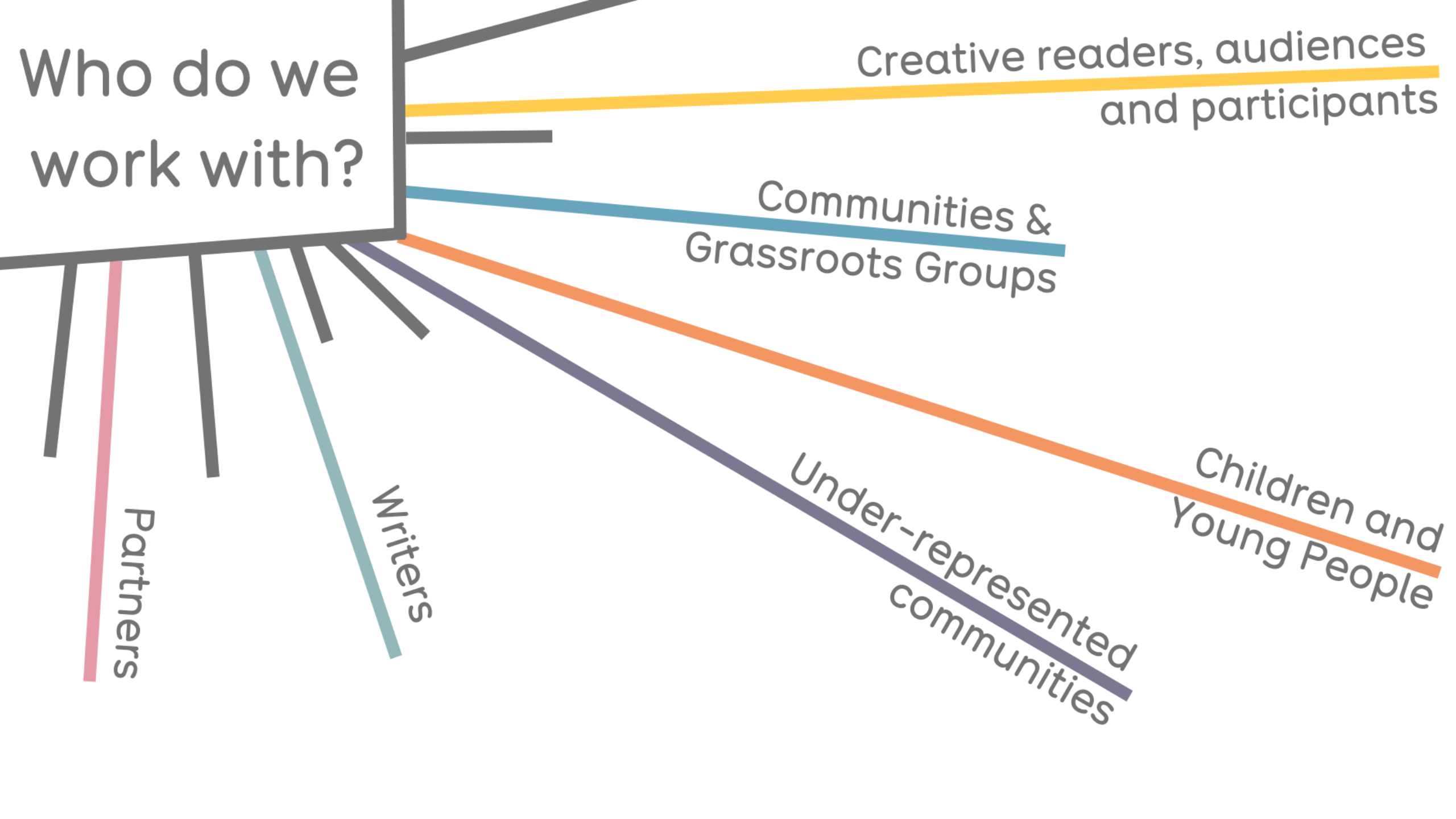
The Welsh language belongs to each of us, whenever and however we become acquainted with it.

A truly central part of our mission is to work towards a Wales where the Welsh language thrives, and literature represents our diverse voices.

A Vibrant  
Culture &  
Thriving Welsh  
Language



# Who do we work with?



Creative readers, audiences and participants

Communities & Grassroots Groups

Children and Young People

Under-represented communities

Writers

Partners

# Our Values

We  
value  
work  
that:

Supports under-represented groups and communities

Is collaborative and co-operative

Is innovative and ambitious

Respects the Welsh language

Promotes inclusivity and accessibility

Ensures legacy

Advocates for the power of literature





# Delivery Principles

We intend to deliver work that:

Is Impact-led, and aligns with our Impact Goals

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Is actively anti-racist

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Meets our standards for inclusive delivery

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Adheres to the Welsh Government's Cultural Contract, and pays artists and freelancers fairly

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Avoids overlap with existing or planned provision by others

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Works in partnership across many sectors to expand the reach of literature

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Supports the Welsh Government's Cymraeg 2050 goal

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Thank you for your interest in our  
Strategic Plan 2022-2025.  
To find out more, visit our website,  
or feel free to contact us directly:

[www.literaturewales.org](http://www.literaturewales.org)

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