



**2024-2025**

**Management Board and ACW Report #22**

**Period covered: 1 July – 30 September 2024**



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

We're writing this in the midst of a hectic week, where it's hard to find a moment to zoom out and look back on the last three months. We've just seen the news that we've received over 130 applications for Representing Wales this year – and whilst that's an amazing reflection on how the scheme resonates with writers in Wales, the problems of success are very real. That's 116 writers that we will need to sensitively reject, support and signpost to suitable activity which is challenging and time-consuming work. We're exploring ways to open more aspects of the programme to the public through webinar format so that we can still provide some support to those writers, whilst retaining the sense of prestige and giving close attention to the selected cohort.

We've also been full of 'back to school' energy in the last few months. Partnerships are developing, projects getting underway and funding applications submitted. For example, our Writing Squads pilot projects are gearing up to start in October, with artists being chosen and recruitment underway for sessions in Conwy and Maesteg. Our main concern is always that our ambition and ideas do not match up with our ability to fund work and that can lead to frustrations internally and externally in response to need. That plus the uncertainty of future government funding is leading to a sense of short-term thinking and gloom across the sector.

Over the summer, we were pleased to see the Senedd's Culture Committee launch an enquiry into the impact of funding reductions on culture & sport which we took part in and now await their report. Our written response can be viewed [here](#) which was supplemented by a 1-2-1 meeting with the committee chair, and involvement in an evidence gathering meeting. The Welsh Government's draft budget for 2025/26 is due to be published on 10 December and we are awaiting that with bated breath as currently there is no firm indication whether to brace for further cuts or a renewed interest in funding the arts appropriately.

But in the meantime, we keep doing as much as we can, channelling our resources into a multitude of amazing projects which you can read about in this report- ymlaen!

Claire Furlong, *Executive Director*

Leusa Llewelyn, *Artistic Director*



# Highlights

## Activity

- The annual [Wales Book of the Year award ceremony](#) took place in July. 12 awards were presented and a total of £14,000 in prize money distributed to the writers. With support from the Books Council of Wales, funding of up to 75% was offered to [support events for shortlisted writers](#). Since then, events have taken place across Wales, including [Cardiff](#), [St Davids](#), Caernarfon and Bangor. [The submission window for the 2025 Award is now open](#).
- [Y Pair](#) was launched in August. Y Pair is a new project aimed at creating a Welsh-language digital bibliography of resources and quotes to support creative facilitators who are devising and delivering workshops on literature for well-being.
- In partnership with Menter Caerdydd and Tafwyl, Bardd Plant Cymru, Nia Morais, hosted a writing squad for children in years three and four.
- Representing Wales offered two free webinars to demystify the industry. Writers from across Wales heard from publishers in Wales (in both Welsh and English) and from across the UK.
- Elinor Wyn Reynolds hosted creative writing sessions in Llandysul. Yr Ardd works with Tysul Youth, volunteers and Welsh learners to combat local climate anxiety through literature, and is funded by Brechfa Windfarm Trust.
- Three development opportunities opened for applications in Q2: [Reinventing the Protagonist](#) offers a virtual creative writing course for Deaf and/or Disabled and/or Neurodiverse writers. [Llyfrau Lliwgar](#) supports Welsh-language LGBTQ+ writers to attend a retreat at Tŷ Newydd, and [Representing Wales](#) offers a 12-month intensive writer development programme, to writers in Wales who are currently under-represented in our literature sector.
- Our [Tŷ Newydd Writing Centre](#) welcomed 195 guests across 17 residential courses, including a Fiction Bootcamp tutored by Cynan Jones and Vanessa Gebbie and a creative writing and Wild Swimming retreat tutored by Grug Muse and Hanan Issa.



Tom Bullough and Mari George are announced as the [2024 Wales Book of the Year overall winners](#).



(un)common: A new anthology of [writing by Representing Wales writers](#) was published.



In August, [Literature Wales supported a range of events and talks](#) at the National Eisteddfod.



Author and poet Casia Wiliam [establishes a new creative writing group](#) as part of our Lit in Place initiative.



Workshop run by Natasha Borton in Ysgol Penrhyn, Wrexham as part of the Food and Fun initiative.



The [15 mentors for Representing Wales 2024-2025](#) were announced.

## Operations

- Staff meetings have continued to take place every fortnight, and have included project impact presentations (such as on our children's laureates and Representing Wales) and reminders on operational tasks (including an impact refresher and a session on accessible comms)
- A Trustees meeting took place in August via Zoom, where we welcomed Asma Khan to the Board of Trustees and Steve Dimmick was elected as the new Deputy Chair
- Staff trialled using a new CRM system – Beacon. Literature Wales has decided to implement the system and will begin setting up the software in the coming months. This will improve how we as an organisation store data and track relationships with funders, writers, and other stakeholders.
- Our Safeguarding Officer arranged for sessions for staff to consider safeguarding for all Literature Wales projects. This ensures we are proactive in our duty to safeguard those who attend or participate in our activity.
- This quarter we finished calculating average fees Literature Wales paid to writers for different kinds of activity in 2023-24. This ensures we are honouring [our pledge](#) to pay fair fees, and strengthens our position to advocate for these fees.
- In September we sent our Annual Report to the accountants to finalise, putting us comfortably on track to meet charity commission deadlines.

# Sector Support

Staff continued to be generous with their time and expertise to support development this quarter.

We've supported programme development and call-out processes by non-literature specialist organisations. For example, Tŷ Cerdd's *Tuag Opera* scheme, which is looking to develop new Welsh-language composers/librettists. One writer was encouraged to apply whilst taking part in our Welsh-language Kathod spoken word residency and was successful, saying; *"I think you've seen the news, but I've got a place on Tuag Opera. Thanks to all of you at Tŷ Newydd and the Kathod because I would never have thought of applying before developing so much of confidence on the retreat"*

Another example is supporting the Welsh Refugee Council with their *Shaping Nations* project to which we have recommended writers with lived experience as refugees or migrants to lead workshops and receive commissions for a public exhibition.

We have also been working with Theatr Genedlaethol to sensitively plan our Bardd Plant Cymru's involvement in their project pairing a group of young Welsh writers with a group of youth in Palestine to collaborate creatively.

As always, a significant portion of staff time is invested in supporting individual writers in queries as varied as; advising on working with Welsh Government on a festival in Brussels, supporting applications to ACW's Creative Leadership programme, advising on suitable routes to publication etc.

Finally, we've made sure that our voice has been loud in the Welsh Government's Culture Committee's recent enquiry into the impact of funding reductions on the sector. Through written evidence submission, personal meeting with the committee chair and focus group session, we have ensured our views on how cuts have/could affect our organisation and Welsh writers are heard.

## Author Spotlight:

## Rachel Dawson's Transformative Journey with Literature Wales



Thank you to all at Literature Wales: special thanks must go to Petra Bennett for her support in early 2020, Katherine Stansfield for her excellent teaching, and Rebecca F. John for her mentorship and friendship. I'm also very grateful for the friends I've made through Literature Wales, particularly Efa Lois. *Diolch i Efa am y crempogau a'r sgysiau.*

Top image: Rachel Dawson.  
Photo Credit: Rhi Dixon  
Bottom image: Shows a snippet of acknowledgements from *Neon Roses*

*"Having a break from paid work gave me the time and clarity I needed to refine Eluned as a character and give Neon Roses its voice"*

In 2012, Rachel Dawson was a budding poet who enjoyed writing and performing poetry. Twelve years later, she's working on her second novel having found great success with her debut, *Neon Roses* (John Murray), which has been shortlisted for the Polari Prize, the Betty Trask Prize and the Wales Book of the Year Award. This case study explores how Literature Wales has contributed to Rachel's writer journey, from initial engagement to becoming a mentor.

### Involvement with Literature Wales

Rachel first encountered Literature Wales through Christina Thatcher when she joined Roath Writers. Initially focused on poetry and spoken word performances, Rachel's creative journey took a turn due to a toxic job that led to a hiatus from writing. After leaving the job for mental health reasons, she turned to writing once more, now focusing on prose for the first time. Encouraged by Christina, she applied for a New Writers' Bursary from Literature Wales, a pivotal moment that reignited her passion for writing.

The **New Writers' Bursary** was Representing Wales' predecessor, offering emerging writers a financial award, one-to-one mentoring, and a bespoke course at Tŷ Newydd Writing Centre. The financial support allowed Rachel to take a break from paid employment and focus on completing her novel, *Neon Roses*.

Rachel's mentor was **Rebecca F. John**, and the Tŷ Newydd Course she attended was led by **Katherine Stansfield** both of which had a "huge impact on [her] writing". The mentoring from Rebecca and workshops with Katherine had a profound impact on Rachel's development. Katherine's sessions on character, voice, and point of view were particularly influential, and Rachel has since incorporated these lessons into her own teaching. Rebecca's comprehensive feedback, from line-level edits to structural advice, was invaluable and ensured her rewrites were effective. She also provided guidance on navigating the publishing industry, especially on approaching agents and publishers, marketing, and positioning oneself in the industry.

*"At the time I was working full time in a new job and could never have imagined a future for myself as a writer."*

*"Rebecca was very generous with her time...She gave me a lot of very realistic, no-nonsense advice about the publishing industry, and I believe that this was instrumental in my securing representation relatively quickly."*

## Author Spotlight:

## Continued

Being endorsed by Literature Wales was crucial when seeking an agent. Her involvement in competitive schemes and mentoring by Rebecca F. John added credibility. *Neon Roses* was published by John Murray Press in 2023, and Rachel credits Literature Wales' support in its acknowledgements. The novel has been shortlisted for the Polari Prize, the Betty Trask Prize and Wales Book of the Year, which she says was an exciting milestone.

In 2024, Rachel was selected for **Hay Festival Writers at Work**. The opportunity was overwhelming and enriching, *"a unique, once in a lifetime sort of thing!"*. The program helped Rachel conceptualize her second novel, which is currently in development and explores queer parenthood and a love for history.

Something Rachel has found most valuable from her involvement with Literature Wales is the relationships she has formed and the networks it has provided. She has wonderful, cherished friendships with writers she spent time with at Tŷ Newydd and Hay Festival, and has maintained enriching connections with like-minded individuals as well as useful professional connections, fostering a supportive network.

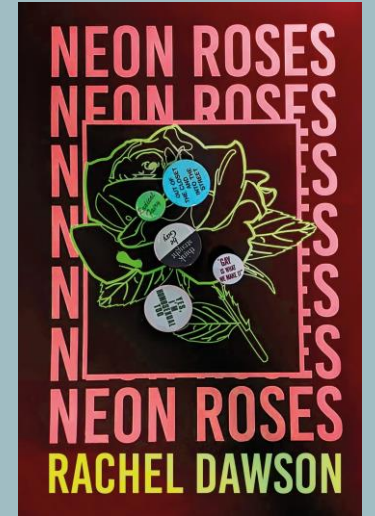
More recently, Rachel has seen herself transform into a "working writer". She utilises Literature Wales' website to improve her visibility, having a profile on the **Writers of Wales Directory** and listing events on our **What's On** page. Rachel is taking part in readings and seminars and is being offered paid opportunities to work as a writer outside of her involvement with Literature Wales.

*"I am so happy to be a Representing Wales mentor...it feels like I've come full circle in my Literature Wales journey. I feel very lucky to be a mentor and to be trusted with my mentee's work."*

Rachel is currently a Representing Wales mentor, requested as first choice by a member of the cohort. In 2025, she will be debut as guest reader during a course at Tŷ Newydd Writing Centre. She hopes to develop this work, aspiring to work as a tutor and mentor, transferring what she's learnt along the way to others.

### Conclusion

Rachel's journey with Literature Wales highlights the transformative power of support and mentorship in the literary world. From reigniting a passion for writing to achieving professional milestones, we are proud to have played a role in supporting Rachel to shape her writing career and fostering a vibrant literary community.



*"Being involved with Literature Wales makes me feel that I am truly a working writer, and part of the writing landscape of Wales. And helping me believe it too! "*

# Arts Council Wales 24/25 Targets: Creativity

- Outcomes:
- Creation of new creative work that enriches the literary identity of Wales
  - Writers from under-represented backgrounds are platformed and celebrated through performances, commissions and being appointed as tutors/judges and laureates
  - A thriving sector for writers and literary facilitators where they are supported to develop their creative skills

Targets for 31 March 2025	Progress in Q1	Progress this quarter	Progress
8 new pieces of commissioned work from the National Poet, published and/or performed	2 poems by Hanan completed but not shared publicly yet; Music of Another Tongue project and Erddig commission.	<b>On track:</b> A total of 6 poems are in the pipeline. In addition to the last quarter, these include a poem about women’s health, a response to Gwyneth Lewis’ WMC poem, and a poem to be performed at the European Circular economy hotspot conference in Cardiff on 8 October. We are on track to have 8 pieces of work by the end of the financial year.	
An anthology published featuring work from 14 under-represented writers who have previously taken part in the Representing Wales writer development programme	On July 13, 2024 the anthology <i>(Un)Common</i> was launched, featuring 14 writers who had taken part in the second year of Representing Wales. <i>(Un)Common</i> has been published by Lucent Dreaming. In addition, eight writers, who have previously taken part in Representing Wales contributed to Firefly Press’ <i>And I Hear Dragons</i> anthology, edited by our current National Poet of Wales and RW1 participant, Hanan Issa (published in May, 2024).	<b>Complete</b> Additional published works include Anthony Shapland’s first novel, <i>A Room Above a Shop</i> , due for publication with Granta in 2025 and Grace Quantock’s new creative non-fiction book, <i>Living Well with Chronic Illness</i> , published in September 2024.	
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	In Q1, literary work unveiled in Treherbert. Activity is ongoing in Bethesda, with participants deciding on the physical output by December 2024. Conversations are ongoing with potential facilitators in St Davids with aim for project to finish by June 2025 (slightly delayed)	<b>Delayed:</b> Bethesda interactive poem has been decided by the group and will live in the new heritage centre in the town. St Davids project has begun with revised timetable for creative exhibit due by June 2025.	
60 writers from under-represented backgrounds are engaged in intensive writer development programmes (such as Representing Wales or TN Strategic courses)	We have either planned or confirmed involvement from 78 individuals from under-represented backgrounds	<b>Complete.</b> 57 writers engaged, and a further 2 call-outs for strategic courses planned, bringing total to 78.	

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Targets for 31 March 2025	Progress in Q1	Progress this quarter	Progress
3 case studies of writers from under-represented backgrounds, who have benefitted from LW programmes published and celebrated	None published yet but plans underway. The impact team have been discussing how best to choose the writers featured so that it benefits impact, communications, and fundraising efforts. We have decided to work on a select number of questions and options of what forms a case study could take before approaching writers.	<b>On track:</b> 2 writers approached – Rachel Dawson and Hammad Rind who have interesting and varied journeys through their writing careers and have interacted with LW at a variety of stages. Due to be published in Q3, and further writer approached later in the year.	
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)	Tŷ Newydd 2025 programming underway with 14 courses confirmed so far, with this target kept in-mind. Bethany Handley will join as a guest reader on Tŷ Newydd strategic course in November. Guest readers to be confirmed in Q2.	<b>Completed:</b> 5 writers booked (Anthony Shapland, Bethany Handley, Rachel Dawson, Taylor Edmonds and Abeer Ameer).	
6 Writing Well facilitators supported to plan and deliver creative projects for health and well-being in their chosen communities	6 writers have received a 6-month training programme including 6 zoom training sessions, plus one weekend retreat at Tŷ Newydd. One project is completed, another project has started, and 4 further projects planned for September.	<b>Completed:</b> 6 facilitators have received support and have planned their projects. However, a few are finding it challenging to find suitable project partners to deliver the work and timelines are adapting. All are underway and receiving lots of individual support	
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	No official progress on feedback gathering yet, although anecdotes collected during the Writers at Work week point to a very useful experience for all writers involved	<b>Complete:</b> Feedback from Hay Festival received and reports positive impact.	
10 disabled and/or Deaf writers report increased confidence and improved creative skills after taking part in Reinventing the Protagonist course 2024	The second year of Reinventing the Protagonist has been confirmed, with Partnership Agreement signed with DAC and the tutor Kaite O'Reilly contracted. The opportunity will be launched at the end of July with the call-out open for six weeks. The course is due to take place in November 2024. Learning from pilot year has been collated and shared with tutor.	<b>On track:</b> Writers have been selected for upcoming course in November. Further evaluation on the first cohort from March 24 to take place as part of after-care programme.	

# Arts Council Wales 24/25 Targets: Widening Engagement

- Outcomes:
- Increased organisational confidence and expertise, putting inclusivity and accessibility at the heart of creative planning
  - The opportunities of actively participating in literature are discovered by individuals across Wales
  - Historically under-represented communities participate in literature activity

Targets for 31 March 2025	Progress in Q1	Progress this quarter	Progress
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.	Partnership Agreement confirmed with Hijinx and project now underway. Eight writers from communities who experience racism and who identify as neurodivergent have been selected to attend the residency taking part in October 2024.	<b>On track:</b> Residential retreat to take place 30 Sept – 4 Oct. Report on learning to be shared with all staff in January 25	
Staff report increased confidence and awareness in making projects accessible and inclusive and utilise staff and creative meetings to share expertise and learning.	No progress yet, plans to develop and roll out in Q2	<b>On track</b>	
Staff will report confidence in implementing our new Accessible Comms guidance (presented to the team in Feb 2024)	At an August staff meeting, the Comms team will ask the team to share how confident they feel in implementing the guidance and will organise sessions to increase confidence should the need arise.	<b>On track:</b> 14 staff members filled in a questionnaire asking about their confidence. Several respondents have not yet used the Accessible Comms Guidance, but the majority have noted that they are either very or fairly confident in implementing accessible comms guidance. To further improve the figure, the comms team will run through the guidance in a staff meeting, and give those who haven't had any practice in creating accessible documents the opportunity to do so.	
150 community events are funded through Inspiring Communities Fund, and two case studies from event organisers detailing how to reach new audiences are shared	49 individual sessions funded by July. Case studies will be sourced by year end	<b>On track:</b> 110 sessions funded by 30 September. One Welsh-language case study confirmed (Cylch Llenyddol Pen Llŷn) and English-language tbc in Q3	

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Targets for 31 March 2025	Progress in Q1	Progress this quarter	Progress
40 young people attend Writing Squads for the first time and report positively about creative skills and well-being	No progress yet – Squad funding was delayed and new project plan created. Activity due to start from September 2024	<b>On track:</b> 2 Squads ready to start in October half-term with participant registration due to open shortly.	
20 young members of the LGBTQIA+ community receive a workshop from Bardd Plant Cymru, Nia Morais, at Eisteddfod yr Urdd	19 participants took part in the session in May 2024	<b>Not met:</b> but close enough?	
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	Writing sessions very well received in Bethesda, 16 individuals belong to the group, attending the sessions regularly. The project has also supported a writing workshop for young people with 19 in attendance and an open mic evening, with some of the writing group taking part and a further 8 in the audience and participating.	<b>On track:</b> 50 reached so far, through additional family group held during summer holidays. New participants will be engaged through upcoming open mic event and other events.	
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.	No progress yet – due to start July 2024	<b>Complete:</b> Mapping exercise completed in Sept 2024 identifying cold spots and plan of action to engage key targets	
10 members of the farming community in mid Wales are engaged in literature activity through Writing Well to support mental health & well-being.	Project postponed until September 2024	<b>Unlikely to complete:</b> This project is yet to start due to difficulties in finding appropriate partner, through the medium of Welsh, in north Powys. There is clear need for the project but groundwork has been hard. We are supporting the artist to create a new, deliverable, project plan.	

# Arts Council Wales 24/25 Targets: Welsh Language

## Outcomes:

- Writers (professionals, participants and CYP) develop creative skills, and are encouraged to create pioneering artistic work through the medium of Welsh
- A Wales that confidently celebrates our unique, diverse Welsh culture and literary traditions, ensuring they thrive
- 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

Targets for 31 March 2025	Progress in Q1	Progress this quarter	Progress
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.	410 students took part in the session, delivered as part of the Celf ar y Cyd project with Amgueddfa Cymru. Online resources were also created for Hwb which will reach many more pupils over time.	Complete	
Llyfrau Lliwgar retreat for Welsh language LGBTQA+ writers attracts 12 writers, 25% of which have not written in Welsh previously	No progress yet, course due to take place in November.	On track: 13 writers have been selected for the programme. 38% of the cohort usually practices their craft in English.	
12 young writers taking part in Cwrs Olwen report feeling more confident and inspired to start their writing careers through the medium of Welsh	No progress yet, course due to take place in December	On track	
Wales Book of the Year, and Welsh language winners, gaining coverage in 2 pieces of UK-wide English language media.	We managed to secure the same type of coverage as the previous year but did not build on this outside of Wales. The coverage with most UK-wide potential was articles on the Bookseller website and BBC News Wales Website.	Complete	
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	8 poets are involved in this project, with 7 completed poems so far.	Complete	

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Targets for 31 March 2025	Progress in Q1	Progress this quarter	Progress
Media coverage given to the journeys of the 5 new cynganeddwyr who are immersing themselves in the literary tradition of the cynganedd; with the public through Barddas, and Radio Cymru	The project launch was featured on Radio Cymru last year, but no coverage given there or in Barddas yet this year. More coverage planned towards the end of the scheme, but it has been featured on <a href="#">Golwg360</a> and Podlediad Clera.	<b>On track:</b> No progress this quarter. Planned press release due in Q3 including coverage in Barddas.	
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.	No progress yet	<b>On track:</b> First meeting on 23 <sup>rd</sup> September and set weekly.	
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	In progress: more detail to be added in Q2	<b>Complete:</b> The partnership under way, with 12 Literature Wales writers (including the National Poet of Wales and Representing Wales cohort members) and 1 staff member enrolled and started on a new, intense online course for Entry Level Welsh learners. The course will culminate in a residential course at Tŷ Newydd in Q4.	
1 case study of writer who is a new Welsh speaker and has benefitted from LW programmes published and celebrated	Writer has been identified to approach in the coming months	<b>On track:</b> Case study underway with Hammad Rind.	

# Arts Council Wales 24/25 Targets: Climate Justice

- Outcomes:
- 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
  - An increased understanding of the environmental impact of our work across the Literature Wales team, and increased confidence in considering and implementing sustainable practices
  - Minimised carbon emissions from the operations of Literature Wales, on track to be carbon neutral by 2030

Targets for 31 March 2025	Progress in Q1	Progress this quarter	Progress
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	No progress- development ongoing in St Davids. Project delayed to establish agreement with local partner. Plan to onboard facilitator and start activity in Q2.	<b>On track:</b> Kerry Steed has been appointed as local facilitator and sessions will start in Oct.	
100 children in Powys are engaged in writing about nature and climate issues in their local area through workshops with Children's Laureate	Due to take place in autumn term. Schools have been approached	<b>Complete:</b> Alex Wharton, Children's Laureate Wales, completed high-profile 5-day walk in Powys visiting primary schools along the way and discussing nature, landscape and climate emergency. 5 schools and 530 pupils reached, and 50 miles walked!	
14 Writers taking part in the Emerging Writers Course are equipped and empowered to bring attention to the climate emergency through their writing	No progress yet – course taking place in Q4	<b>On track:</b> Course taking place in March 24.	
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.	No progress yet	<b>Unlikely to achieve by March:</b> Other sustainability targets have taken priority over this. Now highlighted with Exec Director to pick up with staff member responsible in Q3 and make plan for delivery.	

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- Minimised carbon emissions from the operations of Literature Wales, on track to be carbon neutral by 2030

Targets for 31 March 2025	Progress in Q1	Progress this quarter	Progress
By December 2024, a framework for running sustainable literary events is created and shared with entire team, and with events organisers through our website	No progress yet	On track: Delivery in Q3	
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.	No progress yet	On track: Delivery over winter in Tŷ Newydd's quieter period.	
By March 2025, research viability of tracking Literature Wales' carbon emissions (direct and secondary), including implementation plan.	No progress yet	On track: We are now measuring what we can (travel & printing). The Sustainability Action Plan is being redrafted in Q3 and will include research on how to track more/all aspects of our carbon emissions if practical.	
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	No progress yet	No progress yet	
Install electric car charging point at Tŷ Newydd and advertise to encourage usage.	No progress yet – need to check government voucher scheme is still active	On track: Electrician approached, awaiting site visit	

# Arts Council Wales 24/25 Targets: Nurturing Talent

- Outcomes:
- 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
  - Writers, particularly those from communities who face barriers to developing skills and careers, are receiving support to progress along writing and publishing pathways
  - The diverse range of contemporary writers and the literary heritage of Wales is celebrated, encouraging more understanding across Wales

Targets for 31 March 2025	Progress in Q1	Progress this quarter	Progress
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	Owen currently working on 23/24 data ready to be updated in July 2024.	<b>Complete:</b> Published in August – updated fees for 24/25 and review of fees paid in 23/24. New system developed to ensure quicker turn around next year.	
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.	One training day took place this quarter focusing on developing an inclusive culture. Shared via SLT meeting.	<b>On track:</b> Claire and Alys have attended 5 training days between them, with initial learning being shared at SLT meetings. 2 further days planned in Nov/December.	
At least 175 writers directly offered paid professional opportunities to tutor, mentor, train or perform for LW programmes.	44 writers paid during quarter 1.	<b>On track:</b> 85 individual writers paid during quarter 2, total for year is 111 accounting for using the same writers during both quarters	
50% of Representing Wales participants, who aspire to, go on to publish work within three years of taking part in the programme	In Q1, development of an internal tracker, logging publications and successes of RW participants has been created.	<b>Ongoing:</b> Internal tracker regularly updated. So far, 62% of past Rep Wales participants have gone on to be published (including anthologies). 30% are published as a standalone volume. (n.b first cohort “graduated” at end of 2021 so 3 year timescale not yet reached)	

## Arts Council Wales 24/25 Targets: Nurturing Talent

### Outcomes:

- 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
- Writers, particularly those from communities who face barriers to developing skills and careers, are receiving support to progress along writing and publishing pathways
- The diverse range of contemporary writers and the literary heritage of Wales is celebrated, encouraging more understanding across Wales

Targets for 31 March 2025	Progress in Q1	Progress this quarter	Progress
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	No progress yet – recruitment due to take place in Q4	<b>On track:</b> Conversations ongoing with Hay Festival who are currently applying to ACW to run the programme. If they do, we will support with recruitment and prioritise marketing at under-represented writers. However, we do not have final say on selection so can not guarantee meeting this target.	
All 5 new cynganeddwyr from Pencerdd scheme, who are under-represented within the cynghanedd scene, to be paired with an individual mentor	5 poets paired with mentors (athrawon barddol)	<b>Complete:</b> However 1 poet has not been attending mentoring sessions and may not complete the programme.	
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	2 so far – Nation of Sanctuary Awards and Hay Festival. Erddig Woodland delayed until September and others in the pipeline.	<b>On track:</b> in addition to Q1 events, 3 are planned; (much delayed) Erddig woodland opening, European Circular Economy conference 8 Oct, and UKRI conference 18 Oct. In addition, event outside of Wales being organised with Irish Embassy in London celebrating Welsh & Irish poets.	
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	13 events supported through WBOTY event funding. Each main prize winner has also been given an additional award to be spent on events over the year and the team will meet with them to discuss this over the next few weeks.	<b>Complete:</b> 27 events organised. Good distribution across the country, from Ynys Môn to St Davids.	
190 individual writers are supported through the Inspiring Communities Fund, to work in communities across Wales.	118 writers supported in Q1 (n.b measurement incorrect as counted writer fees not individuals and some writers took part in more than one event)	<b>Complete:</b> 182 writers supported so far, across 265 writer fees.	

## Arts Council Wales 24/25 Targets: Transformation

- Outcomes:
- 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
  - 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
  - A network of literary facilitators is created and enhanced to bring literature for well-being into communities

Targets for 31 March 2025	Progress in Q1	Progress this quarter	Progress
By September 2024 a new MOU discussed and agreed with Books Council of Wales, defining our roles and areas for collaboration	No progress yet	<b>Delayed but on track:</b> Document drafted and due to be discussed at meeting with BCW on 23 <sup>rd</sup> October	
By March 2025, lead 3 meetings to discuss sector issues with literature partners across Wales	1 meeting took part on 3 April with BCoW, Mudiad Meithrin and Cyngor Gwynedd about representation and diverse reading lists for Cylchoedd Meithrin. Meetings due to be arranged with WLE/LAF to discuss translation and working with European partners over the summer	<b>On track:</b> meeting with the Eisteddfod's Panel Llên Canolog comprising of representatives from across the literary sector including BCoW and Cwlwm Cyhoedwyr.	
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	No progress yet. Scoping meetings to be carried out over the summer and autumn, and the comms campaign to be planned over the winter.	<b>On track:</b> No progress	
All line managers report feeling increased comfort/ability to deal with difficult conversations with colleagues, as a result of training.	No progress yet, to develop and roll out in Q2.	<b>On track:</b> Staff survey questionnaire designed and will be sent out in October	

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Targets for 31 March 2025	Progress in Q1	Progress this quarter	Progress
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	Dates set for November 2024 – programme due to be arranged soon	On track	
Our team report they feel valued and supported by Literature Wales as an employer.	No progress yet – staff survey to be undertaken later in the year	On track: Staff survey ready to be rolled out in October	
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	Verbal feedback at catch-up and training sessions in June & July, participants have reported how they feel they have learnt many new skills. Also that the whatsapp group they have set up between them has been really helpful to share good practice and troubleshoot. Quotes: <i>'I've learned a lot about the pros and cons of partnering an organisation rather than working from within one. There are several things I would do next time in advance of workshops' 'I just wanted to say how much I'm valuing these workshops. Thank you for sourcing such knowledgeable, experienced and inspiring facilitators. I come away buzzing. I really feel I learned so much from Jane today. And her passion is infectious!'</i>	Ongoing: Cohort has created a supportive network and the feedback is positive although there have been struggles with delivery.	
4 literary facilitators receiving training on incorporating well-being into literary workshops with young people, through Writing Squads and CLW/BPC.	No progress yet	On track	

# Sustainability: highlights and updates

## Quarter 2 Progress

Tŷ Newydd has trialled switching to purchasing organic food for many catering items, and we will undertake a cost analysis at the end of the quarter to determine if the increased price is affordable on an ongoing basis. We have also made an effort to purchase more local produce – for example jams and condiments from Y Ffôr rather than from supermarkets. Guests have been positive about this change and have complimented the availability of local produce at the writing centre.

Work on the redrafted sustainability action plan is ongoing, with the first two sections drafted and work is on track for this to be ready for approval by the end of Quarter 3. Alongside this, a framework for running sustainable literary events is in the works for use internally and to be shared externally (for example, event organisers applying for Inspiring Communities Funding).

## Quarter 2 Missed Targets

Tŷ Newydd is currently heated by a gas boiler central heating system. A long-term target is to install an alternative energy system for heating Tŷ Newydd. However, the practicalities and significant cost of switching, for example to a biomass or Air Source Heat Pump system, mean this target will unfortunately have to remain aspirational for the near future. Gas has been identified as the leading cause of Tŷ Newydd's carbon emissions, contributing 8,598kg of carbon per year (estimated as 55.4% of Tŷ Newydd's annual carbon emissions in our carbon reduction plan).

Literature Wales continues to use Now: Pensions as a default for contributions to staff pensions. This includes investment in fossil fuel companies as part of their portfolio, despite a [commitment to be net zero by 2050](#). While we cannot mandate how employees chose to invest their pension, we are investigating changing our workplace pension provider to one which offers more choice for the employee about how their money is invested to give them the option of avoiding investment in fossil fuels. Divesting from assets linked to fossil fuels has been [identified as a social "tipping point"](#) in achieving rapid global decarbonization, meaning this could be a small but particularly meaningful action.

## Learning Points: Activity and Operational

Activity	Learning Points 1 July– 30 September 2024	Future Actions / Recommendations
General: Advice for writers	Many Welsh freelance writers have contacted us directly, and/or written publicly on social media, to complain that commissioning bodies are not adhering to good employment practices.	More work is needed by us to share and publicise Our Pledge for Writers, which also includes a Writers Fees guide. These are resources that are available for our writers to use, and to quote, to ensure that other commissioning bodies treat writers with respect. We are also planning further training to writers on how to develop professional careers with their artforms.
Tŷ Newydd: information packs for writers and tutors	A few small incidents have occurred recently which have had an impact on individuals. For example, non-binary guests being mis-gendered multiple times.	We will further develop our information pack and briefing to tutors and guests to ensure that guidelines and advice are put in place to ensure that Tŷ Newydd continues to be considered a safe, welcoming and encouraging space for all.
Representing Wales	Similar to the learning point above: a few of the Representing Wales writers this year have fed back that creative writing exercises, and some talks have been triggering, due to the nature of themes explored.	We will ensure that we develop better briefing notes for guest facilitators, and ensure that every talk/workshop begins with a word on trigger possibilities. We will work closer with the cohort to have regular meetings to discuss well-being, and the power (both positive and negative) of literature
EUNIC	Developing a large project that will see involvement from several different European countries have led to a myriad of learning points, and will continue to do so for the duration of the project, we're sure. One example was our assumption that minoritised languages in other European countries would be similar/identical in nature and in its challenges to the Welsh language in Wales. Is it of course a much more nuanced subject.	Continue to work closely with partners in EUNIC, but also partners in Wales who have previous experience of working with European countries to support the development of this important project.