

Diosg

Yn y gwaith o fyw, marw, a phob dim rhwng y ddau
bydd yna blannu hadau creadigrwyd a haelioni.

Ble mae plu'r gweunydd yn lliwio'r pant yn wyn
a channoedd o bennau bach gwalltog yn dawnsio yn
nhawelwch y bore
bydd diolch am yr heddwch,

a chofio bod y llwybr yn hir i goesau bach
a'r atgofion yn drwm i'r rhai sy'n galaru.

2024-2025

Management Board and ACW Report #24

Period covered: 1 January – 31 March 2025

Picture: Art created by Catrin Williams of Casia William's poem created with words and lines from participants of Diosg, Bethesda, as part of Lit in Place. Photo Credit: Elin Gruffydd



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

A new year has landed, and we're bustling with energy and creativity! We were pleased to receive confirmation from the Arts Council of Wales in the final days of quarter 4 that there will be another small increase to our core and lottery budget for 2025-26, a total of 3.5%+ from the previous year.

The first three months of the year have been social ones. We met several colleagues from the literature, publishing and wider arts sector in face-to-face events, which always leads to collaboration and inspiration within our sectors. More details can be seen in the Our Place in the Sector section.

This period has also seen the onboarding of new cohorts of writers who will begin their development journeys with us – and others – in 2025. A cohort of 14 authors has been selected for our flagship writer development programme, Representing Wales; a cohort of 10 for the Hay Festival Writers at Work scheme; and 6 new facilitators will receive guidance to use their creative writing craft to positively impact on the health and well-being of participants in different communities through our Writing Well programme. Five poets who are relatively new to the craft of 'cynganedd' will also get an opportunity to hone their skills through our Pencerdd programme. As we write this introduction to this Quarterly Report, they are enjoying a workshop with the Archdderwydd Mererid Hopwood and acclaimed poet Ceri Wyn Jones in Tŷ Newydd.

Don't forget to follow the hyperlinks in the report – there is some every rich creative content to be found, from impressive videos of poems by Nia Morais, Bardd Plant Cymru and Hanan Issa, National Poet of Wales, to case studies that illustrate the very specific impact that Literature Wales's work has on our writers.

Onwards to April!

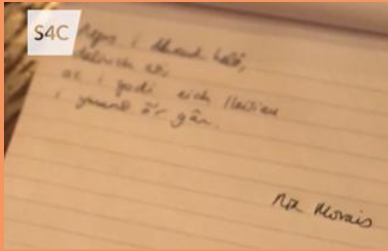
Leusa Llewelyn, Artistic Director
Claire Furlong, Executive Director



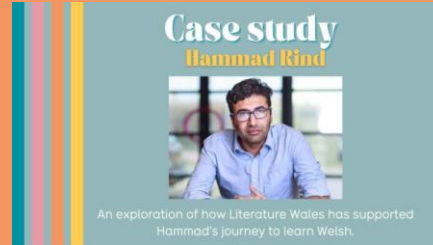
Highlights

Activity

- In January, [Sgwennu'n Well | Writing Well](#) opened for applications. The opportunity offers 15 months of support and development to new literary facilitators, embedding new health and well-being projects in their local area.
- In partnership with Hay Festival, [applications opened for Writers at Work](#), a 10-day intensive writer development opportunity.
- Our Artistic Director, Leusa Llewelyn announced the [Wales Book of the Year judges](#) on BBC Radio Cymru.
- Our Bardd Plant Cymru, Nia Morais has been busy editing a brand-new anthology '*O Ffrwyth y Gangen Hon*', published by Barddas which was published on Word Book Day, 6 March 2025.
- School course season has been underway this quarter with Tŷ Newydd welcoming a school from Manchester, a group of young adults from Grŵp Llandrillo Menai, students from the American School in London and 16 pupils from King Edwards' School in Birmingham, who were tutored by Duke Al Durham and Helen Comerford.
- March saw the start of our public writer sessions 'Sgyrsiau Dros Ginio' with Sioned Erin Hughes, Marged Tudur, Iestyn Tyne and Megan Hunter as speakers.
- English and Welsh writing squads from Conwy came together at Tŷ Newydd to receive creative sessions with Manon Steffan Ros and Alys Conran.
- Our public webinar **Barddoniaeth i Bawb** featuring Tegwen Bruce-Deans, Nia Morais, Manon Awst and Llio Maddocks addressed representation within the poetry and cynghanedd world.
- Our Inspiring Communities Fund continued to support literary events in the community, including Dafydd James speaking to Merched y Wawr, Creative Writing Workshops by Sophie Buchaillard and a tour around Gwynedd by former National Poet Ifor ap Glyn and the Scottish Gaelic writer, Màrtainn Mac.



Bardd Plant Cymru marks International Women's Day 2025 with a [poem titled 'Merch Cymru/ Daughter of Wales'](#)



[Case Study: Hammad Rind](#) shares his experience of being supported to learn Welsh through Literature Wales.



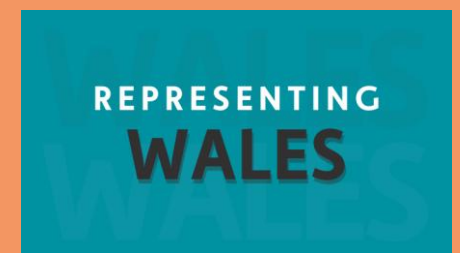
Case study: Rachel Dawson shares her [Transformative Journey](#) with Literature Wales



National Poet of Wales, Hanan Issa releases an [album of poems](#) inspired by the ancient form of Cynghanedd.



[Six facilitators are announced as Friends of Bardd Plant](#), reaching 36 schools across Wales.



14 Writers who took part in our [Professional Development Programme, Representing Wales 2024-25](#), are celebrated.

Operations Highlights and Office and Staff Update

- The Literature Wales Management Board met in February to discuss topics that included the annual policy updates and a draft budget for 2025-26. We also said goodbye to one of our trustees, Christina Thatcher, who served on the board for six years.
- Every staff member completed their Performance Development Review (PDR) this quarter. This annual process gives staff an opportunity to celebrate their successes over the past year and consider their professional development in the year to come.
- Following the PDR process, staff congratulated Emily Dafydd-Drew on her promotion to the role of Creative Manager. Literature Wales was pleased to recognise the growth in Emily's confidence and skills having led our flagship writer development programme, Representing Wales, and her strategic contributions to our creative programme and impact communications.
- During the PDR process it was also confirmed that Mel Watson, our Hospitality Co-ordinator at Tŷ Newydd passed her probation. She has made such an impact already and the team are grateful to have someone so supportive and knowledgeable as part of the team.
- During this quarter, several members of staff took part in training related to their roles. This included training on Well-being & Trauma Awareness, Carbon Literacy and Inclusive Communication.
- Staff continued to share project impact presentations during fortnightly staff meetings. This quarter saw presentations on the Writing Well, National Poet, and Writing Squads projects. Staff were also given operational presentations, including on our Welsh language development plan and on the findings from the staff survey about Literature Wales' organisation's culture and working arrangements.
- One member of staff took advantage of our volunteering offer to spend two mornings planting trees with [Coed Caerdydd](#) in their local area.
- We began the process of [recruiting a new Chair and Trustees](#) to the Literature Wales management board.
- Recruitment is ongoing for a [Creative Support](#), an entry level role offered on a flexible, part-time basis. This role is aimed at individuals who are trying to get their foot in the door or have previously faced barriers accessing work in the sector. It will include a programme of internal and external training and development for the successful candidate.

Our Place in the Sector

There's something about the dawning of a new financial year that means a lot of friends across the sector have time, energy, and sometimes money to reach out and plan new initiatives. It's also a busy time for conferences which are great opportunities for the LW team to get out and about. Leusa, Bran and Claire have started new monthly meetings to make sure our stakeholder engagement work is strategic and actions are shared appropriately.

Over the past quarter, here are some of the projects we've given guidance and support on:

- We led the callout and selection process for the upcoming Hay Writers at Work programme. This is always a useful process as it helps us keep up-to-date with writers who are applying, plus we're able to add our context and expert knowledge to the Hay team.
- We've supported Aberystwyth's application to be a UNESCO City of Literature through guidance and a letter of support.
- We've shared ACW's callout for Llais y Lle project with suitable facilitators, and offered 1-2-1 conversations and letters of support to strengthen their applications.
- We met with Jasmine Donahaye about her plans to develop a writer's forum in Wales.
- We've supported Connor Allen in raising funds for the LOYALTY artist development programme for Black artists, including a small financial award.
- We've been involved in conversations with both the Irish Consul General and the Welsh Government who are in the process of renewing their shared statement and are keen for language, literature and cultural collaboration to be more prominent.

Here are some of the events we've contributed to:

- Claire spoke at the Books Council's celebration of the New Audiences Fund event in Wrexham. This was also a great space to catch up with publishers and talk about great writers coming through our development schemes.
- Leusa facilitated a creative session for the Gwynedd Culture Conference, looking at creating a manifesto for culture in the county.
- We ran Tŷ Newydd taster workshops at Gŵyl Dewi Arall in Caernarfon.
- Miriam W has been busy supporting activity in Llanystumdwy, including cynganedd workshops in y Plu.

We've also received some support during the quarter. For example, Literature Across Frontiers helped on our Llif (EUNIC project) assessment panel where we made use of their extensive knowledge for international collaboration. Also Society of Authors led a fantastic session for our Representing Wales Writers. In these leaner times we feel it's only through collaboration and partnership that we'll be able to maximise our charitable impact, and have been encouraging the whole team in this mentality.

Our Priorities Highlight: Climate Emergency

Wales' literature is deeply embedded in the landscape. This quarter, both our National Poet of Wales, and Children's Laureate Wales have used their creativity to commemorate, highlight and inspire conversations around the climate and nature emergency.



Image shows pink bench located at the Erddig Estate in Wrexham.

Created in partnership with the Welsh Government, National Trust land in Erddig, has been transformed to create a public space for COVID-19 remembrance, reflection and connection to nature. [National Poet of Wales, helped share the story](#) of the woodland and community by writing '[The Trees Treasure What We Have Lost](#)'. The poem has been cast into bricks which line the woodland's pathways, with Welsh translation provided by Iestyn Tyne.



Image shows Children's Laureate Wales with his newly planted tree.

In the summer of 2024 our Children's Laureate Wales, [Alex Wharton embarked on a 5-day 40-mile trek in the Bannau Brycheiniog National Park](#). Supported by the Darkley Trust, Alex visited schools in rural areas. Alex walked from one location to the next, taking with him the poems and stories developed with the previous day's students. Each workshop explored the importance of looking after local wildlife and nature and empowered the students to foster positive relationships to their local area.



Image shows title card of the poem 'Homes that Float' by film maker Ruslan Pilyarov

In response to the moving stories about the local impact of flooding in Pontypridd after storms Dennis and Bert, Hanan Issa created the [video poem](#) 'Homes that Float'. The poem's creation was supported by significant research, with knowledge from the UK Centre for Ecology and Hydrology on hydro-climate to the personal stories of local businesses such as Storyville Books. '[Homes that Float](#)' was translated into Welsh by Ifor ap Glyn.



Image shows a close up of the plaque.

In March of 2025, Alex was invited back by the Brecon Beacons Visitor Centre, where he planted a tree with some of the pupils from Ysgol Golwg Pen y Fan who he had visited the year before. The tree will leave a lasting legacy to his visit, and will become a reminder for the students, to take pride and ownership of their local environment.

Our Priorities Highlight: Climate Emergency

Speak Back was a 5-day residential course led by Taylor Edmonds and Kandace Siobhan Walker. Poets and spoken word artists were invited to apply to the course, to enhance their spoken word skills and broaden the diversity of voices who tackle themes of identity and the climate emergency within their work. By the end of the week participants reported feeling more confident to use climate and nature themes within their work. In 2025/26 they will each have a follow up session with one of the tutors and will be provided with a video anthology of their work to support their professional development.

“My poetry tended to steer away from nature themes, but the workshops opened my eyes to how to better weave a sense of climate emergency inside the themes I'm most comfortable writing. I appreciate how to link climate to the every day, connecting to the reader's everyday and bring relatable bite-size reflections on climate, rather than attempting too broad a stroke for a single poem.”

- Speak Back Participant



Image shows 14 Speak Back writers outside of Tŷ Newydd, with tutors Taylor Edmonds and Kandace Siobhan Walker.



Image shows two murals created by artist Catrin Williams which were unveiled at the celebration event in Bethesda.

Diosg is a newly founded writing group in Bethesda which was set up by local author Casia Wiliam as part of Lit in Place scheme. Lit in Place offers writers and facilitators the opportunity to develop writing networks in their local area, which focus on local nature and climate issues. The project was supported locally by Partneriaeth Ogwen and GwyrddNi and nationally by WWF Cymru and the project received funding from the UK Government through the UK Shared Prosperity Fund via Cyngor Gwynedd. From April to December 2024, 24 individuals took part in 17 creative sessions. The sessions were wide ranging, from writing about the climate for children, walks around Moel Faban and Moelyci Farm followed by time to write and reflect, to an open mic event. Additional events such as the open mic attracted a further 58 participants. The group commissioned local artist Catrin Williams to create two poem murals. One of the poems is interactive, with individual words of the poem able to move. Local partner GwyrddNi will continue the legacy of the project with participants meeting fortnightly.

“We use writing and literature as a way of getting closer to nature and the environment in our sessions; taking a creative opportunity to explore what nature and the local community mean to us. A great group attend the sessions, and we really benefit from coming together to enjoy, learn and write.” - Casia Wiliam

Sustainability: highlights and updates

Quarter 4 Progress

The system for staff claiming mileage has been updated to ask staff to explain the reasons why each trip by car was necessary and why alternatives (for example, public transport) were not used. This will help ensure that staff consider the emissions cost of travelling for meetings and events. It will also improve our monitoring of staff travel and may identify potential interventions or solutions to reduce unnecessary emissions from staff travel. The updated claim form also includes instructions for calculating total CO2e emissions from each staff members mileage at the end of the financial year, which will be trialled for 2024-25 travel.

The updated system was presented during a staff meeting. This meeting also included reminders to choose local and sustainable options when procuring goods and services and to prioritise local facilitators when organising activity. Staff were also reminded of the importance of turning off their laptops and setting up power off/sleep settings to save energy and prolong the lifespan of the electronic devices (reducing the significant emissions from the extraction and processing of materials used in the manufacture of laptops).

A bilingual guide to running sustainable literary events has been created. The guide includes a checklist of considerations that can be used to improve the sustainability of venues (or to help choose a venue that is sustainable) and in arranging the event. This guide will be shared with Literature Wales staff and posted on our website to share with event organisers.

A charging point for electric vehicles has finally been installed at Tŷ Newydd with the help of a government workplace grant. The charging point will be available for the use of guests, tutors, staff, and locals (it will be listed on a map of charging points). Plans are underway to begin advertising the option of travelling to Tŷ Newydd by electric car, including in an Instagram reel of “green ways to travel to Tŷ Newydd”.

Quarter 4 Missed Targets

We have failed to meet our target of reducing the amount of cloud storage used by Literature Wales’ SharePoint sites, with the total figure of digital storage increasing once again throughout the 2024-25 financial year. Cloud storage can cause emissions through electricity usage and cooling, as well as the manufacture of the servers that host the data. The amount of cloud storage at the end of March 2025 was 948.41GB, which is an increase of 10% on the 865.18GB reported at the end of March 2024. Sessions for a digital spring clean have been shared with all staff for April, and a guide to reduce unnecessary digital storage has been created in preparation.

Staff at Tŷ Newydd have noted that guests staying in the Nant cottage often don’t seem to be using the recycling bins correctly. We will consider how we can improve our communication of the recycling system to guests and will also consider re-thinking the signage in the cottage. We will also continue to explore options to more precisely monitor waste at both Tŷ Newydd and the Cardiff office.

Learning Points: Activity and Operational

Activity	Learning Points 1 January– 31 March 2025	Future Actions / Recommendations
Effectively Communicating all Creative Projects	One of the most effective and professional ways of communicating large creative projects is to commission a photographer/videographer, a costly endeavour, but often worth the investment.	Ensure that all project managers budget for desired external professional services like photographer/videographer/evaluators
Correctly labelling access costs within budgets	Forecasting and estimating reactive access costs for creative programmes is difficult, and has led to underspends across the board.	For 2025-26, ensure that all access costs is correctly labelled using the correct financial cost code to review costs at year end, and use dedicated Access Cost Centre to centralise the uncertainty
NAWA course focusing on neurodivergent writers from the Global Majority	A presentation on a wide range of learning points following this course at Tŷ Newydd was presented to staff in March 2025. The course was partly organised for this purpose specifically: to increase awareness and understanding of how to improve our work with neurodivergent writers.	<p>A few learning points included:</p> <ul style="list-style-type: none"> • Taking care with sensory overload: be mindful that busy environment can be triggering • Put example menus on website • Provide link to accessibility video in info pack • Give invitation for writers to miss elements of the course if they need a rest/ break • Having chat with the tutors at the start of the course to discuss individual requirements • Consider invisible disabilities when sharing information about kitchen crew • Welcome speech to be shortened / more visual • Encouragement for tutors to draw ground rules for the week during the first evening

24/25 and 25/26 Targets

This Organisation Report features a bumper load of targets as we change from one financial year to the next. On the following slides, you will first see our final annual progress against the 24/25 targets. Our progress against these was discussed in March with our relationship manager at ACW who is happy with our progress and, following the reporting on the last couple of outstanding targets, will be submitted in plenty of time to release our July ACW payment. We are not foreseeing any problems with their evaluation of our efforts over the past year.

In order to release our April payment, we needed to agree our 25/26 targets with them, which we outlined on the last six slides. As you can see, we have kept our outcomes the same, but have adapted the measurements to fit our 25/26 programme and show our development. They do not cover all our activity but are designed to provide a well-rounded snapshot.

These targets have all been signed off by ACW, and discussed with Cathryn & Steve as suitable to act as KPIs for Claire & Leusa over the coming year.

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 for 24/25
8 new pieces of commissioned work from the National Poet, published and/or performed	Complete: <ol style="list-style-type: none"> 1 - Erddig memorial garden opened in December with poem and translation; 2. Poem in response to Gwyneth Lewis's WMC poem released in November; 3. 2024 European Circular Economy Hotspot conference poem; 4. 'We. Land.' performed for the first time at NERC UKRI conference in October 2024. Poem commissioned by LW and Community Energy Wales. 5. Cerdd Tafod Arall poem released 1 March; Hanan wrote two poems for this project with one appearing on the album. The other poem on the theme of islamophobia is in our back pockets for another occasion. 6. River poem 'Homes that Float' - released on 14 March; 7. Black, White Green, Red, written and performed for Sounds of Symud/ Synau Symud – Llandaff Cathedral/ Eglwys Gadeiriol Llandaf, Mawrth 2025 8. <i>And I Hear Dragons</i> anthology published in May 2024 featuring the poem 'And I Hear Dragons' by Hanan performed by her at Hay Festival and many other public events during the year.
An anthology published featuring work from 14 under-represented writers who have previously taken part in the Representing Wales writer development programme	Complete: On July 13, 2024 the anthology <i>(Un)Common</i> was published by Lucent Dreaming, featuring 14 writers who had taken part in the second year of Representing Wales. 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). Additional published works include Anthony Shapland's first novel, <i>A Room Above a Shop</i> , published in March 2025 with Granta 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	1 Complete, 1 Delayed: Bethesda interactive poem was unveiled at a community event in March in the new heritage centre in the town. Artist, Catrin Williams, was commissioned to complete the project with the participants. St David's Lit in Place project has begun with revised timetable for creative exhibit due by June 2025 to link in with Big Green Week 2025. ACW is content that this target has been transferred to 2025-26.

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Targets for 31 March 2025	Progress for 24/25
3 case studies of writers from under-represented backgrounds, who have benefitted from LW programmes published and celebrated	<p>Completed: 3 writer case studies have been published, with one more in development. Case studies were varied and focused on Rachel Dawson, Taylor Edmonds and Hammad Rind who have both interacted with LW at a variety of crucial career points.</p> <p>The case studies have been well-received via our newsletters and social media and our next work is to make sure these are disseminated more widely to inspire those who are perhaps not engaging yet with our programming.</p> <p>A case study is also underway with Megan Angharad Hunter which will be published in April, and plans are developing for 2025/26</p>
60 writers from under-represented backgrounds are engaged in intensive writer development programmes (such as Representing Wales or TN Strategic courses)	<p>Completed: We have either planned or confirmed involvement from 78 individuals from under-represented backgrounds on our intensive writer development programmes.</p> <p>One thing that has gone well is that we have received the most Welsh language applications, from under-represented writers, for Representing Wales #5 than before due to intense outreach. A highlight of the past 6 months was also our strategic course in partnership with NAWA working with neurodivergent writers from the global majority which alongside the obvious benefits to the writers, has influenced our organisational processes too.</p>
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)	<p>Completed: 5 writers have been booked for the programme for the first time (Anthony Shapland, Beth Handley, Rachel Dawson, Taylor Edmonds and Abeer Ameer).</p> <p>This benefits both the writers themselves, but also the participants on the TN courses who will benefit from their insight. For example, Taylor Edmonds is tutoring on Speak Back, a strategic course for emerging writers which she previously took part in. It clearly demonstrates the progression routes on offer to Welsh writers from under-represented backgrounds and provides public models of success.</p>

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Targets for 31 March 2025	Progress 24/25
6 Writing Well facilitators supported to plan and deliver creative projects for health and well-being in their chosen communities	<p>Completed: 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.</p> <p>This action has impacted the 6 writers, all the individual project participants as well as us, who have developed our model for supporting writers in partnership projects.</p>
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	<p>Completed: 10 writers took part in the programme. Feedback was collected directly by Hay Festival so we were unable to influence the questions asked but we have been informed that all have reported positive impact as this blog post demonstrates.</p> <p>One piece of feedback included: <i>"Being on a programme like Writers at Work is very validating...to have a chunk of time dedicated to exploring literature and inspiring writers is valued. It gives the opportunity to connect with other writers on a deep level and build a community that can last beyond the programme. It gives the chance to network within the industry and make connections that can lead to work and future opportunities. Overall programmes like this are essential for writers to further them along their journey, and remind them that this path is a viable career option and something you can flourish in."</i></p>
10 disabled and/or Deaf writers report increased confidence and improved creative skills after taking part in Reinventing the Protagonist course 2024	<p>Completed: Unfortunately, one of the cohort has passed away since the residency, and one is uncontactable, but of those still engaged, all reported increased skills, and all but one noted increased confidence.</p>

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 24/25
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.	Complete: Partnership programme with NAWA (run by Hijinx) took place from 30 Sept – 4 October with eight writers from communities who experience racism and who identify as neurodivergent taking part in a residency at Tŷ Newydd. An evaluation report and a presentation was shared with all staff, detailing what we can implement from this project in our usual practice to better support neurodivergent individuals, or those from Black, Asian and other minority ethnic backgrounds.
Staff report increased confidence and awareness in making projects accessible and inclusive and utilise staff and creative meetings to share expertise and learning.	Complete: Staff were asked in a recent survey "I have a good awareness and confidence in making projects (creative/operational) accessible and inclusive". Responses will be compared year on year, 2024 responses were that 32% of staff strongly agreed with this statement, 48% agreed, and 5% both disagreed and strongly disagreed with the statement. Target can only be met after two annual surveys have taken place.
Staff will report confidence in implementing our new Accessible Comms guidance (presented to the team in Feb 2024)	Complete: Several respondents to staff survey 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 reinforce learning, a refresher session took place at a staff meeting, and our Comms Lead is reminding staff at their next quarterly comms catch ups
150 community events are funded through Inspiring Communities Fund, and two case studies from event organisers detailing how to reach new audiences are shared	Complete: 403 sessions funded through the scheme. One Welsh-language case study confirmed (Cylch Llenyddol Pen Llŷn) and English-language tbc.

Arts Council Wales 24/25 Targets: Widening Engagement

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Targets for 31 March 2025	Progress 24/25
40 young people attend Writing Squads for the first time and report positively about creative skills and well-being	Complete: 45 attended in total 41 young people attending the Conwy Squad. 200 engaged in Maesteg Squad school intro session, 14 attended in-school workshop but only 4 attended the Maesteg Squad. Conwy Squad held a 2-day residential at Tŷ Newydd tutored by Manon Steffan Ros in March. <i>"At the end of the session I feel that I know other people in the room through their writing. I really enjoyed the sensory prompts and sharing my writing."</i> <i>"It's so special, being given the time and space to write in a supportive atmosphere."</i>
20 young members of the LGBTQIA+ community receive a workshop from Bardd Plant Cymru, Nia Morais, at Eisteddfod yr Urdd	Not Met: Workshop took place at the Urdd Eisteddfod in May 2024. Only 19 participants attended...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	Complete: The project has now finished. 24 individuals attended the workshops in all. A further 86 took part in other events held through the project, including two open mic sessions, a drop-in session, a workshop for young people and final sharing event in March. Chris Roberts, GwyrddNi said: "Mae wedi bod yn wych gweld grŵp Diosg yn dod at ei gilydd yn rheolaidd yn Dyffryn Ogwen. Mae'r diddordeb yn y sesiynau yn dangos roedd wir angen grŵp o'r fath yn yr ardal. Roedd cynulliadau cymunedol GwyrddNi hefyd wedi adnabod yr angen yma felly mae'n wych bod Partneriaeth Ogwen yn gallu cefnogi'r grŵp i parhau i gwrdd. Mae'r sesiynau o dan arweiniad Llenyddiaeth Cymru wedi magu hyder ac ysbryd cymunedol yn y grŵp a byddent rwan yn gallu parhau i drefnu ei hunain wrth symud ymlaen. Gwych hefyd yw gweld y grŵp yn trefnu a chyfrannu at ddigwyddiadau eraill yn y gymuned fel digwyddiadau meic agored gan greu bwrlwm yn sîn llenyddol y dyffryn." Translation: "It has been great to see the Diosg group coming together regularly in Dyffryn Ogwen. The interest in the sessions shows that there was a real need for such a group in the area. The GwyrddNi community gatherings also recognised this need so it's great that Partneriaeth Ogwen can support the group to continue meeting. The writers have gained confidence and community spirit in the group under the leadership of Literature Wales and are now able to continue to organise workshops themselves moving forward. It is also great to see the group organising and contributing to other events in the community such as open mic events, creating a buzz in the valley's literary scene."

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 24/25
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.	Complete: Mapping exercise completed in Sept 2024 identifying cold spots and plan of action to engage key targets which include Wrexham, Blaenau Gwent, Merthyr and Torfaen which are areas with few/no applications made to the fund but where we know there are some local literary organisations to build relationships with.
10 members of the farming community in mid Wales are engaged in literature activity through Writing Well to support mental health & well-being.	Changed but Complete: This project, one of 6 individual projects supported through Sgwennu'n Well, changed during the course of its development. Partnerships with farming charities in the area (north Powys) were difficult, so the project was reshaped to work in local libraries. Using the Celf ar y Cyd collection, the workshop explored the idea of water, and what happens below and above the surface to talk about feelings. The project was held in rural libraries at aimed at that community, through the medium of Welsh, but we cannot definitively say that the attendees were members of the farming community.

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 24/25
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.	Complete: 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.
Llyfrau Lliwgar retreat for Welsh language LGBTQA+ writers attracts 12 writers, 25% of which have not written in Welsh previously	Complete: 13 writers took part in the programme in November and 38% of the cohort (4 individuals) 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	Complete: All respondents agreed that attending Cwrs Olwen had helped their confidence and had inspired them to continue with their writing careers through the medium of Welsh. Not all attended due to storm Darragh (but those that did arrive before the storm ended up staying for longer due to trees down on the drive!)
Wales Book of the Year, and Welsh language winners, gaining coverage in 2 pieces of UK-wide English language media.	Complete Due to the election, this was more difficult than first anticipated. 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: Coverage on The Bookseller website; Coverage on BBC News Wales Website.
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	Complete: 8 poets are involved in this project, with 8 poems created. The project has been very impactful on the participants, from Wales and abroad who have a new understanding and appreciation of cynghanedd. Among the interesting discussions that have arisen during this project are questions about how to present a culture in a minoritised language to a global audience in a safe and protective way. Also, some of the poets from Wales who weren't taught Welsh in childhood found the project complex and interesting for them and their relationship with the Welsh language. We have collected the poets' response to the project and the challenges and joy of creating the commissioned poems and a case study can be found here .

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Targets for 31 March 2025	Progress 24/25
Media coverage given to the journeys of the 5 new cynganeddwyr who are immersing themselves in the literary tradition of the cynghanedd; with the public through Barddas, and Radio Cymru	Complete: Interview with Non Lewis and Mererid Hopwood broadcast on 19 January ; Article published in Barddas (February 2024). The project launch was featured on BBC Radio Cymru last year and the project was featured on Golwg360 and Podlediad Clera.
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.	Completed: Started in September, and staff are reporting the sessions as helpful. After Christmas, different fluent team members have been taking turns to lead and understand more about their colleague's language levels and how to support their progress. Recent topics at meetings have included; talking about your family, answering the phone for LW, practicing Yes/No.
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	Complete: 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. A residential course was held in early Feb and we are awaiting feedback.
1 case study of writer who is a new Welsh speaker and has benefitted from LW programmes published and celebrated	Complete: Case study was published about Hammad Rind who initially started learning Welsh as part of Representing Wales, and now is beginning to write cynghanedd.

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 24/25
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	Delayed: Timeline was delayed in order for local partner and LW to engage local participants. Kerry Steed has been appointed as local facilitator and sessions have run throughout March and into April 2025. Evaluation to be gathered by summer 2025
100 children in Powys are engaged in writing about nature and climate issues in their local area through workshops with Children's Laureate	Complete: 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	Complete: At the start of the course, when asked on their confidence to embed climate and nature themes in their work, they reported an average confidence of 54%. After the course, confidence grew to 74% <i>"I have several new works in progress, some themed on identity and others on climate and nature themes... focussing on nature and climate effects on a specific location that I am familiar with. Also, I feel more confident about performing these poems to bring them to a wider audience, and about submitting to publication". - Nicky Hetherington</i> <i>"I came away with several starts of new poems, 2 new finished poems and a few in progress, mainly inspired by night walking on the beach and along the river. There is a link between ideas of rematriating the land and expression in the poems"- Suzanna Iuppa</i> <i>"My poetry tended to steer away from nature themes, but the workshops opened my eyes to how to better weave a sense of climate emergency inside the themes I'm most comfortable writing. I appreciate how to link climate to the every day, connecting to the reader's everyday and bring relatable bite-size reflections on climate, rather than attempting too broad a stroke for a single poem". - Katrina Moinet</i>
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.	Complete: Beacon CRM allows staff to filter writers by address, and currently included 474 writers with addresses (this number will increase as more data as moved into the system. Estimated writer mileage for 2023-24 was 11,076 miles (a reduction in 33% compared to the estimated 16,477 miles from 2022-23). Writer mileage for 2024-25 will be calculated once finalised expenses have been received (after 9 May).

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- 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 24/25
By December 2024, a framework for running sustainable literary events is created and shared with entire team, and with events organisers through our website	Complete: A bilingual resource completed and uploaded to website.
Food cost per head will be assessed, looking at preferring local suppliers over major supermarkets/wholesalers. A proposal will be created by Jan 25, with proposed actions for 2025/26.	Complete: Proposal created and discussed with the Catering manager during the PDR process in March. Target for next year created.
By March 2025, research viability of tracking Literature Wales' carbon emissions (direct and secondary), including implementation plan.	Complete: Action plan (including initial emissions tracking) has been finalised and translated. Emissions tracking will be updated and expanded in in summer 2025.
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	Complete: An updated expenses form template has been created for 2024-25, including a column for staff to explain why public transport was not used.
Install electric car charging point at Tŷ Newydd and advertise to encourage usage.	Complete: Installed in March 2025

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 24/25
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	Complete: Published in August – updated fees for 2024/25 and review of fees paid in 2023/24. New system developed to ensure quicker turn around next year. Work has begun on publicising the fee guidelines to writers, which has been well-received with many using it and reporting back that it has been helpful to negotiate fees. In an informal focus group, some writers also gave useful feedback on improving the clarity of the resource for future years.
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.	Complete: Claire and Alys have attended 7 training days between them, with initial learning being shared at SLT meetings. Emily also attended week-long course for global majority emerging leaders. Actions are in progress for 2025/26 including: <ul style="list-style-type: none"> - Internal promotion to newly created role - New role advertised, and targeted - Engaging one of the facilitators from the culture change programme to lead training with the whole team.
At least 175 writers directly offered paid professional opportunities to tutor, mentor, train or perform for LW programmes.	On track: 159 individuals paid during Q1-3. We are awaiting final figures for the financial year, but on track to exceed target.
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	Complete: The 10 writers who will take part in May 2025 have been selected, and 90% of them have self-identified as under-represented.
All 5 new cynganeddwyr from Pencerdd scheme, who are under-represented within the cynganedd scene, to be paired with an individual mentor	Complete: All 5 poets paired with athrawon barddol, although 1 poet has not been attending the sessions and may not complete the programme.

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- 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 24/25
50% of Representing Wales participants, who aspire to, go on to publish work within three years of taking part in the programme	<p>Complete: There has been an increase to 92% of publications (including anthologies). Of cohort 4, Lesley James, Natasha Gauthier and Si Griffiths have been published alongside cohort 2, Taz Rahman in the Afonydd: Poems for Welsh Rivers/ Cerddi Afonydd Cymru. Si Griffith's poetry collection <i>Debone & Fold</i> was published by Broken Spine Press, February 2025.</p> <p>Exciting things have been happening with Anthony Shapland's debut novel <i>A Room Above a Shop</i> (Granta, 2025) Receiving great reviews, and current cohort member Natasha Gauthier having a poem submitted for consideration to the Forward Prize.</p> <p>42% are published as a standalone volume. (n.b first cohort "graduated" at end of 2021 so 3-year timescale not yet reached for many of the writers)</p>
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	<p>Complete:</p> <ol style="list-style-type: none"> 1. Reading at Nation of Sanctuary awards - Monday 17 June 2024 (Wales Refugee Council); 2. Welsh Government 2024 European Circular Economy Hotspot conference, Senedd on 8 October; 3. NERC UKRI conference, VIP reception, 18 October; 4. Erddig memorial garden opening; 5. Performing And I Hear Dragons at Hay Festival 2024, 6. People Speak Up event Llanelli: Unity - People Speak Up Llanelli, 7. Sounds of Symud/ Synau Symud – Llandaff Cathedral
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	<p>Complete: 27 events organised, with £6047 of funding distributed. Last event to take place in December 2024 and more evaluation available then. There's been really good distribution of events across the country from Ynys Mon to St Davids. Conversations are now in place with Books Council Wales to partner on the programme again next year.</p>
190 individual writers are supported through the Inspiring Communities Fund, to work in communities across Wales.	<p>Complete: 300 individual writers supported.</p>

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 24/25
By September 2024 a new MOU discussed and agreed with Books Council of Wales, defining our roles and areas for collaboration	Complete: MOU signed and clear areas for future collaboration identified.
By March 2025, lead 3 meetings to discuss sector issues with literature partners across Wales	<p>Complete: 1 meeting took place on 3 April with BCW, Mudiad Meithrin and Cyngor Gwynedd about representation and diverse reading lists for Cylchoedd Meithrin. We also facilitated a discussion for the Eisteddfod's Panel Llên Canolog. Further meeting held at TN in November with Eisteddfod, BCW and publishing and writing communities to discuss literary competitions.</p> <p>These key meetings are in addition to a huge volume of sector support meetings with organisations to give support but also ensure our programmes are aligned and complementing each others. For example, our Directors visit Aberystwyth every 6 months to meet with key partners.</p>
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	Ongoing: Collaborative approach has been reframed, and we have now created a framework for organisations to explain their work in the same way which can be shared on each other's websites and used to train staff.
All line managers report feeling increased comfort/ability to deal with difficult conversations with colleagues, as a result of training.	Delayed: Baseline data gathered, with 60% managers scoring themselves as 4 on a scale of 1-5 and 20% each on 3 and 5. This will be compared annually so full results available Oct 25.
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	Complete: Delivered 12-14 November 24 and detailed programme developed including 'speed dating' session and scenario exercises which get staff and board working together to communicate our strategy (alongside time to relax together)

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

Targets for 31 March 2025	Progress 24/25
Our team report they feel valued and supported by Literature Wales as an employer.	Complete: On a scale of 1-5, 63% of staff gave the score of 5, and the remaining 37% rated 4/5. Informal feedback from 6-month PDR check-ins was good. Although this was not a specific question, several employees mentioned feeling supported through difficult times (such as moving or bereavement) and valued through approach to flexible working or training offered.
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	Complete: The cohort has developed a supportive network and feedback is positive. They have set up their own WhatsApp group and attending some sessions with WAHWN. <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> <i>"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>
4 literary facilitators receiving training on incorporating well-being into literary workshops with young people, through Writing Squads and CLW/BPC.	Completed. 6 Welsh language writers and facilitators took part in a virtual half-day training session on using their creativity and artform to address both literacy and well-being issues in the classroom. Training was led by educator Mali Williams, and writer and facilitator Eloise Williams. The writers then led a series of 36 creative writing workshops in schools.

Arts Council Wales 25/26 Targets: Creativity

Associated Literature Wales Goal	Outcome	Targets for 31 March 2026
Wales' Literary Culture: A Globally Responsible Wales	Creation of new creative work that enriches the literary identity of Wales	8 New commissioned works from the National Poet, published and/or performed.
		15 new poems created by women with lived experience of chronic illness and disability as part of the Unwell Women programme.
		New visual artwork poem created in collaboration between Anni Llyn, a local visual artist, and community group members on Pen Llŷn, responding to the theme of Erosion and Sarn y Plas.
Representation & Equality: A more equal Wales	Writers from under-represented backgrounds are platformed and celebrated, through performances, commissions and being appointed as tutors/judges and laureates.	75 Writers from under-represented backgrounds are engaged in intensive writer development programmes (such as Representing Wales or TN Strategic courses).
		3 Case studies of writers from under-represented backgrounds, who have benefitted from LW programmes published and celebrated and 'ripples page created for website.
		8 Writers from under-represented backgrounds who have taken part in LW writer development programmes, to be booked as tutors or guest readers for Tŷ Newydd courses (in person or virtual).
Writer Development: A Prosperous Wales	A thriving sector for writers and literary facilitators where they are supported to develop their creative skills	Writing Well facilitators supported to plan and deliver creative projects for health and well-being in their chosen communities. Cohort of 6 under-represented writer facilitators receive personalised support to develop a supported programme with a suitable community of their choice by December 2025.
		10 writers who took part in Reinventing the protagonist 24/25 report positively on confidence and creative skills 9-months following their course (Nov 2024). A further 8 writers who are Disabled and/or Deaf will be recruited for cohort 3, and a suitable programme designed for a residential course at Tŷ Newydd.
		14 Writers taking part in Speak Back (Emerging Writers course) in March 2025 report back 6 months later that they have achieved personal creative goals as a result of the course. For example, performing at prestigious spoken word event, or winning slams.

Arts Council Wales 25/26 Targets: Equalities & Engagement

Associated Literature Wales Goal	Outcome	Targets for 31 March 2026
Operations	Increased organisational confidence and expertise in putting inclusivity and accessibility at the heart of creative planning	Staff report increased confidence and awareness in making projects accessible and inclusive and utilise staff and creative meetings to share expertise and learning. Over 50% strongly agreeing.
		Staff report increased understanding and confidence of working sensitively with disabled and D/deaf writers through developing and delivering a course at Tŷ Newydd specifically for this community. 100% of staff working on reinventing the protagonist report increased understanding and confidence.
		Comms Team to share guidance with staff on identifying target audiences and any barriers they may face in engaging with our opportunities and services. Guidance shared by June 2025 and staff report increased knowledge and confidence in annual staff survey.
Participation: A Wales of Cohesive Communities	The opportunities of actively participating in literature are discovered by individuals across Wales	175 community events are funded through Inspiring Communities Fund, and two case studies from event organisers detailing how to reach new audiences are shared.
		40 Participants with lived experience of disability and/or chronic illness report positive well-being impacts from taking part in workshops associated with the Chronic Women project, led by Hanan Issa and Gwyneth Lewis.
		Nia Morais, Bardd Plant Cymru, will work with 30 young people who identify as LGBTQ+ to weave poetry with beach art in Swansea, Neath Port Talbot and Anglesey. This project, which celebrates the use of the Welsh language in an underrepresented community, is in association with Yr Urdd, who will commission a short film of the finished poem/art installation.
Representation & Equality: A more equal Wales	Historically under-represented communities participate in literature activity	£3,000 to be distributed in ICF funding to event organisers in Blaenau Gwent, Merthyr Tydfil, Flintshire & Wrexham which are identified cold spots. This will follow a targeted campaign to engage event organisers and support through application process.
		10 schools and 1 Welsh Immersion Unit in Wrexham receives creative writing workshop before August 2025, pamphlet of their poetry published, and celebratory event takes place at the Eisteddfod itself.
		5 groups in Pen Llŷn who traditionally don't engage in literary projects engaged by Anni Llŷn in Erydiad project exploring community voices and opinions on landscape, climate emergency, society and language.

Arts Council Wales 25/26 Targets: Welsh Language

Associated Literature Wales Goal	Outcome	Targets for 31 March 2026
Welsh Language: A Vibrant Culture and Thriving Welsh Language	Writers (professionals, participants and CYP) develop creative skills - and are encouraged to create pioneering artistic work - through the medium of Welsh	Nia Morais, Bardd Plant Cymru, to publish at least 4 poems that will speak to the children of Wales on a variety of themes. Some will be collaborations, and some created in partnership with the Bardd Plant Cymru programme partners (Yr Urdd, Llywodraeth Cymru, S4C, Cyngor Llyfrau Cymru).
		10 Welsh language LGBTQA+ writers who visits Tŷ Newydd as part of partnership retreat between Llyfrau Lliwgar and Literature Wales proceeds to contribute towards publication of pioneering creative work on LGBTQA+ themes.
		12 young writers taking part in Cwrs Olwen report feeling more confident and inspired to start their writing careers through the medium of Welsh and having better understanding of publishing pathways.
Welsh Language: A Vibrant Culture and Thriving Welsh Language	A Wales that confidently celebrates our unique, diverse Welsh culture and literary traditions, ensuring they thrive	The Wales Book of the Year Prize, and Welsh language winners, gaining coverage in English language media. 6 pieces of coverage focusing on Welsh language shortlist/winners.
		Pencerdd scheme for emerging cynganeddwyr runs for the second time for 5 under-represented individuals. The programme focuses on Wales' literature's oldest and most unique tradition and ensures that it's utilised and evolved by new voices. 5 new cynganeddwyr whose voices and lived experiences are under-represented in cynganedd take part in development programme, and shares learning with a community of their choice.
		Welsh literary culture and tradition to be celebrated through partnership with Ireland. 3 events (public events/courses) delivered which connect Irish and Welsh literary culture.
Operations	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	Staff who are Welsh learners report that the weekly Welsh sessions led by different members of the team who are fluent speakers have improved their confidence to use their Welsh with their role. All Welsh learners reporting increase in confidence, and be able to point to tangible way they are now using their Welsh skills in the workplace
		8 writers taking part in Welsh-language lessons through our support and intervention. Continue and develop the 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 similar courses in 2023 and 2024
		Writers working in European minoritised languages will report an increased understanding about Wales and the Welsh language, following a 2-week residency at Ty Newydd in May 2025. All writers report an increased understanding in post residency evaluation, and most report desire to collaborate further with Welsh writers.

Arts Council Wales 25/26 Targets: Climate Justice

Associated Literature Wales Goal	Outcome	Targets for 31 March 2026
Climate Emergency: A Resilient Wales	Activity which utilises literature to increase knowledge of the climate emergency inspires individuals and communities to make changes for the benefit of the environment and climate	Participants from EcoDewi in St David's Peninsula report feeling empowered to tackle local climate justice issues, and increased feeling of community cohesion following participation in Lit in Place
		Alex visits 5 schools on his 5-day walk on Ynys Môn to run workshops about climate emergency
		2 writer residencies to be delivered by local facilitators to support existing community groups use creative writing to positively respond to the effects of the climate emergency locally.
Operations	An increased understanding of the environmental impact of our work across the Literature Wales team, and increased confidence in considering and implementing sustainable practices	Staff understand benefits of procuring local facilitators, and implement best practice during project planning. Staff receive project-based reports on mileage quarterly and report in staff survey that they understand the benefits of procuring local facilitators and have implemented changes when project planning
		By December 2025, informal internal audit completed of LW procurement to ensure sustainability considerations are present in both large and small purchases. Audit completed and staff training session delivered
		Checklist for sustainability considerations shared and explained to local community event organisers. Available on website, actively shared and support offered to 8 organisations who are applying to Inspiring Communities Fund.
Operations	Minimised carbon emissions from the operations of Literature Wales, on track to be carbon neutral by 2030	40% of food shopping for Tŷ Newydd purchased from local suppliers.
		Gas reduction plan created by August 2025, and presented to staff in Q3, with TN Manager reporting on practical steps taken to reduce consumption by March 2026.

Arts Council Wales 25/26 Targets: Develop Talent

Associated Literature Wales Goal	Outcome	Targets for 31 March 2026
Operations	Supporting a skilled and visionary workforce of freelancers, professional writers and staff in the literature sector by providing training, paid opportunities and championing fair employment practices	Publish Writer Fee guidelines, and fair employment guidelines update in June 2025. Measure 25/26 fees against guidelines. Spread awareness of the guidance through conversations directly with writers and support them to advocate for fair fees. Update to be published in June 2025. 30 writers to benefit from dedicated conversation about writer fees and how to advocate for themselves.
		2 tangible actions taken following the Culture Change programme.
		At least 175 freelance writers directly offered paid professional opportunities to tutor, mentor, train or perform for LW programmes.
Representation & Equality: A more equal Wales	Writers, particularly those from communities who face barriers to developing skills and careers, are receiving support to progress along writing and publishing pathways	Representing Wales participants, who aspire to, go on to publish work within three years of taking part in the programme. 40% of Representing Wales participants published within 3 years as standalone volume.
		300 attendances at Public Writer Development Programme sessions developed and delivered virtually, focusing on inspiring writers and explaining publishing pathways. Sessions available to all (open to the public) but specifically marketed to unsuccessful applicants for our writer development opportunities.
		5 emerging cynganeddwr paired with an athro barddol (mentor) for the year long programme by July 2025.
Wales' Literary Culture: A Globally Responsible Wales	The diverse range of contemporary writers and the literary heritage of Wales is celebrated, encouraging more understanding across Wales	The National Poet, and her work, is platformed at 6 high-profile events, such as official launch of Erddig Memorial Woodland, and Wales/Ireland collaboration at Irish Embassy in June.
		Securing 40 pieces of press & media coverage (print, online & broadcast) celebrating the Wales Book of the Year 2025 shortlisted and winning writers.
		160 Writers are supported through the Inspiring Communities Fund, to work in communities across Wales

Arts Council Wales 25/26 Targets: Transform

Associated Literature Wales Goal	Outcome	Targets for 31 March 2026
Operations	An increased sense internally and externally of what Literature Wales exists to achieve and crucially, what it does not, through increased collaboration with other organisations and a joined up simple message from the whole sector	At least 3 events as part of our writer development programmes that feature representatives of BCW and book/magazine publishers demystifying the process for emerging writers.
		By March 2025, lead 5 meetings to discuss sector issues with literature partners across Wales.
		Complete work with literary organisation to map the sector, which can be shared on each other's websites and used to train staff. Framework completed by orgs by Jun 25, and internal training session to take place by Aug 25.
Operations	An organisational culture that truly embodies the values outlined in our Pledge and leads the sector as a model of an effective, ethical employer of staff and freelancers	All line managers report feeling increased comfort/ability to deal with difficult conversations with colleagues, as a result of training. 100% on 4 or 5 in staff survey.
		Our team of staff report they feel valued and supported by Literature Wales as an employer. Retain 100% of staff giving 5/5 or 4/5 in response to staff survey question on feeling valued and supported.
		Deliver staff and trustee away day in autumn 2025 which offer training, increased understanding of LW strategy, and foster a collaborate work ethos between both groups. Staff and trustee away day to be held in November 2025, featuring a discussion on implementing our values – coming up with tangible actions for all to better embody them as part of their role.
Health & Well-being: A Healthier Wales	A network of literary facilitators is created and enhanced to bring literature for well-being into communities	Facilitators who have taken part in Writing Well (1st cohort in 24/25) report 9 months following project end that they have used skills gained on the programme on other projects.
		Chronic Women project bringing 14 women writers together to explore writing about (and for) health. Following the publication of the anthology, the cohort will continue as a network – and will be offered opportunities to develop their skills as facilitators, to use their learning to empower others in communities across Wales. At least 10 of the cohort of 14 takes part in further development opportunities to hone skills as creative practitioners by end of March 2026.
		Facilitators taking part in Writing Well (cohort 2) report that the personalised support to developing their literature for well-being projects in their chosen communities is useful, and has improved their skills and confidence. 6 facilitators report that their skills and confidence has improved following personalised support.