



2023-2024

Management Board and ACW Report #18

Period covered: 1 July – 30 September 2023



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 Executive Director

I'm writing this just after we had the news of the ACW Investment Review in which we received an offer for standstill funding for the next three years. Whilst this represents a cut in real terms, given the current economic climate we are happy with this result which will mean we will be able to continue to provide impactful opportunities for writers across Wales. This result is a vote of confidence in us by the Arts Council of Wales, and the comments received in the application showed how far we have come as an organisation,

"Literature Wales has submitted a strong application that demonstrates a connected, cross-cutting ambition to deliver its vision of a cultural, vibrant and equal Wales. Its proposed programme and business plan communicate several interconnected project strands that weave together to underpin its approach and potential to deliver priority outcomes for underrepresented communities and create greater access to opportunities for writers and participants, with the Welsh language as the foundation to this work.

Most impressive is its open and honest commitment to its own learning journey as an organisation that is eager to understand, empower and reflect the communities it seeks to serve."

We're looking forward to developing our plans for the next three years, with the stability this decision has given us.

However, we haven't just been sitting around for the last three months, waiting for this result to come in. The summer has once again given us plenty of opportunities to share our work and message with the public. Our new Children's Laureate, Alex Wharton, has been plastered on magazine covers, such as Buzz and Western Mail, and even appeared on BBC Breakfast last week. Our National Poet has travelled to Brussels with Welsh Government and shared a new commission as part of celebrations at the Senedd to mark 75 years of the NHS. We also had a strong presence at the Eisteddfod in Boduan where Iestyn Tyne curated a week of events which explored the breadth of new Welsh writing, our Gair Mewn Gwlan project was shared, and staff met up with colleagues from across the sector. And we can't forget Wales Book of the Year, which received fantastic press coverage and a great opportunity to build on our relationships in the publishing sector.

This summer we have also been accepting applications for the fourth round of Representing Wales. We are also starting to see the fruits of our labour with notable success stories from previous rounds, such as Hanan, Nia and Alex gaining laureateships, and Taz Rahman, Anthony Shapland and many others being published for the first time. Over the next two years, we intend to more fully evaluate the long-term impacts of the programme, and how we could/should support these writers in the next stages of their careers. The programme's impact must be clear to aspiring writers, as this year we have received a record number of applications – well over 125.

I'm so proud of how the team have pulled together to deliver these programmes over the summer, especially in Leusa's absence. At our Team Away Day in September, it was clear that every member of the team has passion for our cause and contributed insightfully to strategic discussions. They are Literature Wales' greatest asset and despite funding challenges, I know they will ensure our vision is delivered in the most brilliant way possible.

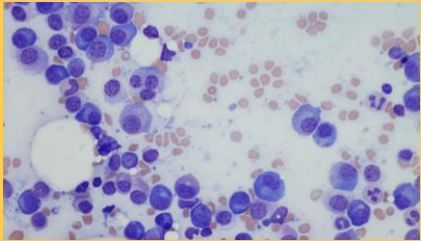
Claire Furlong, [Executive Director](#)



Highlights

Activity

- Literature Wales staff supported a range of events at the Eisteddfod in Boudan, including a series of half-hour discussions on the Pabell Len stage and school showcases every afternoon as part of Gair Mewn Gwlan.
- In Q2, Literature Wales announced a [new, faster application process](#) for our Inspiring Communities Fund. Changes include two separate forms for activity relating to Children and Young people and Adults, and with activity now happening within two months rather than three.
- The fourth round of our professional development programme, [Representing Wales opened for applications](#) for writers developing new works for an adult audience.
- The current cohort of Representing Wales celebrated with the [announcement of their mentors](#), and Literature Wales were pleased to publish another [free public event](#) as part of the programme, to discuss the power of using the creative non-fiction genre to discuss the climate emergency with children.
- A new course entitled [Reinventing the Protagonist was announced](#) in partnership with Disability Arts Cymru, inviting applications from Deaf and/or Disabled artists to join a virtual creative writing course with Kaite O'Reilly.
- Our National Poet Hanan Issa represented Wales on a European stage in Brussels, supported by the Welsh Government.



[National Poet of Wales marks 75th anniversary of the NHS](#)



[Caryl Lewis and Llŷr Titus win Wales Book of the Year Award 2023](#)



[Celebrating poetry at the Senedd with Children Laureate Wales, Connor Allen](#)



[Six literary facilitators announced to take part in 12-month intensive programme, Writing Well](#)



[Wales Book of the Year 2024 – Open to Submissions](#)



Duke al Durham [reflects on his 6-month residency](#) at Bassaleg High School as part of the Piece-by-Piece project.

Operations

- Following a competitive grant application process, Literature Wales received a conditional offer of £753,306 multi-year funding from the Arts Council of Wales in September.
- This quarter staff attended Creative Planning Days at Tŷ Newydd, which included three sessions to discuss various aspects of Literature Wales' strategy.
- As part of a refresh of our Preferred Supplier List, we invited freelance individuals and companies to request to be included in the list.
- Staff continued to share Project Impact Presentations during staff meetings. This quarter included presentations on Resources for Writers, Piece by Piece, and the laureates (Bardd Plant Cymru, Childrens Laureate Wales, and National Poet of Wales).
- The latest Literature Wales Management Board Meeting took place in August. Trustees received a creative presentation on the project Lit in Place, in addition to operational and finance reports and a proposal for reducing free reserves.
- Renovation works at Tŷ Haul at Tŷ Newydd were completed. The structure is now watertight, and the wooden timber frame has been repaired where it was previously rotted. Cosmetic work is still needed to finish the renovations, and those will be completed over winter by the team during periods where Tŷ Newydd isn't occupied by guests.

Our Place in the Sector

Nearly every member of the Literature Wales team has been involved in sector support activity this quarter. Our total logged hours is now well over 300, and I do believe there are many more hours that the team give informally through attending events and through long chats with writers who visit Ty Newydd. We will be working over the next year to refine our system of logging this support, to better show the value of our staff.

Many team members have been out and about for Literature Wales this summer, visiting the Eisteddfod, literary festivals and our own Senedd events and Wales Book of the Year. Networking doesn't come naturally to everyone, but I was particularly impressed at Wales Book of the Year when the lights came up at the end of the evening, to see most staff engaged in conversations with writers and publishers – being fantastic ambassadors for our work.

Earlier this year I supported the Books Council of Wales as a panellist assessing their New Audiences Fund applications. Many of the funded organisations were encouraged to discuss their projects with us to ensure they're impactful. For example, Miriam Sautin has been working with the Young Farmers to support them setting up mentoring for aspiring writers. She has linked them up with Bethan Gwanas and Caryl Lewis who will support the young writers to write about experiences of rural Wales. Emily has been supporting Inclusive Journalism Cymru for many months, on their Cymru & I project. Unfortunately, they didn't get funding for round 2, but we have continued supporting them at their AGM & book launch as well as offering support with future fundraising.

Miriam Williams has been ensuring Literature Wales is connected with our local community in Llanystumdwy. She has spent time contributing to the new Cymunedoli Cyf and advising the local drama company, as well as providing space to the local school.



Executive Director with English language winners and judges



Overall winners Llyr Titus and Caryl Lewis



Executive Director with Welsh language winners and judges
Pictures credit: Celf Calon/ Literature Wales

Goal Highlight: Participation

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

Writing Well is Literature Wales' new development programme for literary facilitators in Wales. It focuses on intensely developing the skills and knowledge of literary facilitators specifically in the field of Health and Well-being. It is a year-long professional development programme with aftercare support for a group of early to mid-career facilitators, which includes mentoring sessions, a bursary of £2,000, a series of five online training sessions, a residential course at Tŷ Newydd Writing Centre, and more.

In Q2, an independent panel met reviewing 50 applications. Applications came from across eight regions of Wales and applicants pitched a range of health and well-being projects ranging from post Covid-19 loneliness to neurodivergence and exploring outdoor environments with Children and Young people.

Six facilitators were successful, initially meeting online in September with Literature Wales staff. The facilitators will meet face to face for the first time at our Ty Newydd writing centre in October 2023 on a writing for well-being weekend course ran by clare e potter and Jill Teague.

Tŷ Newydd Writing Centre

In Q2 the Tŷ Newydd Writing Centre hosted 13 courses such as How to Write for Young People with Eloise Williams and Matt Brown and Writing Queer Love with Andrew McMillan and Okechukwu Nzelu. Staff welcomed 122 participants through our teal doors, with 97.5% reporting their stay at Tŷ Newydd having a positive effect on their health and well-being and 92.5% saying they would or would like to return. Participants also provided feedback such as 'very satisfied doesn't come close' and 'exceptional in every way'. And as always, some lovely feedback on our residential chef:

“

Tony is a king! He is so nice and all the food was lovely, and I felt I could go into the kitchen whenever I needed to. I was never hungry!

”

Two strategic courses featured in this quarter. In September we welcomed those who were successful in their applications to Notes on Nature, a nature writing course for women of colour with Nasia Sarwar-Skuse.

In partnership with Disability Arts Cymru, we opened applications for Reinventing the Protagonist with Kaite O'Reilly, hosting two informal drop-in sessions with representatives from both organisations.



Creative Writing for Welsh Learners weekend with tutors Bethan Gwanas and Siôn Tomos Owen

Goal Highlight: Participation

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

Bardd Plant Cymru and Children's Laureate Wales

Q2 showcased a lot of exciting change for Literature Wales' children's laureates as we celebrate the end of tenure for Casi Wyn (Bardd Plant Cymru) and Connor Allen (Children's Laureate Wales). Their successful tenures were showcased across our social media channels, newsletter, website and at a Senedd event.

During her time as Bardd Plant Cymru, Casi Wyn visited 65 schools across Wales. She created 29 new poems, some of which highlighted connections to other nations. For example, Casi collaborated with Ireland's [Laureate na nÓg, Áine Ni Ghlinn](#), and with support of the Welsh Refugee Council, wrote a poem entitled [Dear Children of Ukraine](#). Since Casi took on the laureateship, the Bardd Plant Cymru Twitter page has 4,008 followers, a growth of just under 7%

During his tenure as Children's Laureate Wales, Connor has completed 45 days of workshops, 21 partnership projects and 17 events. He wrote commissioned poems such as [In These Times](#) with National Trust Cymru to support the [#BlossomWatch](#) Campaign and finished with a public [Thank You](#) poem. During his tenure, Connor has had a school library in Newport named after him and has highlighted the power of poetry within schools.

“Connor was fun and engaging for the children and answered their questions in depth - the children have since asked about his writing and we have discussed poetry in depth in following lessons. Thank you

- Primary School Teacher from Connor's final school tour”

In September Nia Morais began her tenure as Bardd Plant Cymru, and Alex Wharton as Children's Laureate Wales. Both laureates have been advocating for literature and the power of poetry across various media channels. For example, Nia has had coverage on BBC Radio Cymru and Western Mail whilst Alex has been supporting national campaigns. He has co-visited Newport Central Library with the Waterstone's Laureate Joseph Coelho, as part of Joseph's [#LibraryMarathon](#), run by BookTrust. He has been celebrated in a two-page spread in Buzz Magazine and helped launched the [#BBC500words2023](#) competition live on BBC breakfast.



Children's Laureate Wales, Connor Allen performing at the Senedd

Arts Council Wales 23/24 Targets

Goal: Climate Emergency: Deepening our relationship with artists, participants and audiences.

Targets for 31 March 2024	Progress year to date	Method of data capture
<p>Continue delivery of Llên mewn Lle Lit in Place, providing opportunities for local laureates to develop work in their local community that address issues of climate change through literature.</p>	<p>In Q2, LUMIN completed their third session on the theme of 'Future'. Participants walked around Swansea stopping at a 100-year-old family run bakery and a new biophilic site, which will encourage residence to interact with the natural world. They discussed the connection of colonisation and ecology, writing letters from their future selves of actions they should be taking now. LUMIN have been collating creative responses and are working towards local publication (through their local partner Ways of Working). Ongoing: lola Ynyr has run two sessions out of 20 planned. Participants have considered how the industrial revolution, and in particular the expansion of common land quarries in Rhosgadfan has distanced participants relationship with the land. lola's sessions have relocated to Kate Roberts' childhood home Cae'r Gors and is being additionally supported by Gwynedd Council. Siôn Tomos Owen is finishing the illustrated diary, whilst developing links with wider community groups, such as the youth group and local care home.</p>	
<p>Develop and evaluate the projects for cohort 1 of Llên mewn Lle Lit in Place, and recruit for cohort 2, in partnership with WWF.</p>	<p>Evaluation for cohort one's project completed in Q1 and staff began developing the call-out process for cohort 2 by meeting with Ffiwsar to share learning points on climate related call-outs in Q1. In Q2, staff met with Partneriaeth Ogwen in Bethesda to discuss a potential partnership and focused area for cohort 2. Literature Wales were successful in a funding application for Lit in Place from Gwynedd Council. Staff are meeting with WWF in October to meet with their project manager in Pembrokeshire to identify potential areas of interest.</p>	<p>Our project progress and evaluation reports and staff records.</p>
<p>Focus on establishing local projects and developing relationships with Inspiring Communities fund, plus publishing guidance on running sustainable literary activity.</p>	<p>Ongoing: Q2 was a great time for participatory activity due to the school holidays. This quarter, for example the Inspiring Communities Fund supported a summer creative writing course for girls of colour between the ages 14-17 ran by Made in Roath, Welsh language literature workshops for children in the Abertawe area and a festival in August called Between the Trees, targeted at families and which had over 2,000 attendees. In Q2, the application form for the inspiring communities fund was simplified and supported by a media campaign. lola Ynyr and Siôn Tomos Owen are developing guidance on running sustainable literary activity which will be published in Q3/4.</p>	

Arts Council Wales 23/24 Targets

Goal: Health & Well-being: Deepening our relationship with artists, participants and audiences.

Targets for 31 March 2024	Progress year to date	Method of data capture
<p>Expand and build upon strong partnerships in health and well-being, including the Royal College of Psychiatrists in Wales, the Reading Agency, local health boards and the Wales Arts Health & Well-being Network.</p>	<p>Literature Wales staff have been working with Cardiff Met and Cwm Taf Morgannwg University Health Board to explore creating a creative supervision space for artist well-being. A member of Literature Wales staff has joined the Wales Arts Health & Well-being Network forum for supporting artists working in wellbeing.</p>	<p>Our project progress and evaluation reports and staff records.</p>
<p>Deliver pilot project, Writing Well, developing 6 facilitators from under-represented backgrounds and supporting them to develop their practice within Health & Well-being partnership projects.</p>	<p>Following an open call-out, six facilitators from under-represented backgrounds have been chosen for the Writing Well programme. Over the next six months the facilitators will attend monthly online training sessions and a residential course at Tŷ Newydd to develop their skills and knowledge in the field of Health & Well-being. They will also spend time developing a project of their choosing which we intend to fund during the second half of the programme.</p>	

Arts Council Wales 23/24 Targets

Goal: Representation & Equality: Deepening our relationship with artists, participants and audiences.

Targets for 31 March 2024	Progress year to date	Method of data capture
<p>Deliver the third edition of Representing Wales, and recruit for the fourth edition, investing in 28 writers intensely with all the writers representing communities currently under-represented in Wales' Literary Culture</p>	<p>Ongoing. 14 Writers are being intensively supported through the third edition, with many starting their mentoring in Q2. Staff continue to programme activities for the rest of the year in consultation with the writers. In September, the mentor pairings were announced.</p> <p>In Q2, the call-out for Representing Wales 4 was opened, inviting applications from under-represented writers who are developing new works for an adult audience. Over 125 applications have been received. The chair of the panel will complete their initial sift in Q3, with the rest of the panel completing their assessment in Q4. The panel will virtually meet in Q4 to decide on the 14 successful writers.</p>	<p>Our project progress and evaluation reports and staff records.</p>
<p>Engage with approximately 300 individuals in the wider Representing Wales programme.</p>	<p>Ongoing: So far, 113 individuals have engaged across three public sessions, with a further eight sessions planned until March 2024.</p>	
<p>Monitor the evolution of the Representing Wales programme and wider long-term impact. Continue to engage with the existing cohorts.</p>	<p>Ongoing: in Q1, after-care mentoring for the first cohort of Representing Wales was completed with writers and mentors suggesting a positive and impactful relationship from the Representing Wales programme. Five members of the second cohort attended the Hay Writers at Work Industry Day for free and all 14 writers have been invited to a residential weekend at Tŷ Newydd in November 2023.</p>	
<p>Trial at least 1 piece of marketing through the medium of BSL for a project before the end of the year, and assess for impact</p>	<p>Achieved. In Q2 a bilingual BSL flyer was created for the Reinventing the Protagonist call-out in partnership with Disability Arts Cymru.</p>	

Arts Council Wales 23/24 Targets

Goal: Wales' Literary Culture: Ensure wider engagement, better accessibility and more impact for creative writing activities.

Targets for 31 March 2024	Progress year to date	Method of data capture
<p>Work with our colleagues in the National Companies to design and deliver a new programme called Culture Change, to include training and research to achieve better diversity in leadership.</p>	<p>The Culture Change programme received funding for 23-25 from Welsh Government. In Q2 a programme manager was recruited, along with eleven individuals from across the arts which will make up a Critical Friend group. A member of Literature Wales will also act as a critical friend offering support in kind.</p>	<p>Our project progress and evaluation reports</p>
<p>Convene literary partners, such as Books Council of Wales and Cyhoeddi Cymru to develop a plan for a long-term partnership project to identify and train more under-represented Welsh-language writers to publish for children and young people.</p>	<p>Not achieved. However, meetings with these partners have taken place, and there are plans for a new MOU between Literature Wales and Books Council Wales to be developed this year. Under-representation and collaboration in turning writers into published authors will be at the centre of this document.</p>	
<p>Analyse the relevant findings from the Stakeholder Survey, present findings to staff, and hold meeting to discuss actions to be taken</p>	<p>Complete: Staff were presented the findings of the stakeholder survey in June, with ideas followed up in a creative meeting. Actions were discussed in an impact meeting, and development will continue after the Annual Report (22/23) has been created.</p>	

Arts Council Wales 23/24 Targets

Goal: Welsh Language: Committing to seizing and developing the opportunities that Welsh language creativity offers.

Targets for 31 March 2024	Progress year to date	Method of data capture
<p>Appoint new Bardd Plant Cymru who will dedicate at least 25 days per year (13 pro rata in 23/24) to delivering creative activity for the children of Wales through the medium of Welsh.</p>	<p>The new Bardd Plant Cymru, Nia Morais, has already dedicated two days to delivering creative activity through the medium of Welsh, reaching a total of 135 children and young people.</p>	<p>Our project progress and evaluation reports and staff records.</p>
<p>Ensure that at least 10 Welsh-language writers receive long-term intense development opportunities in 23/24 (e.g. through Representing Wales or Writing Well).</p>	<p>The cohort for Writing Well includes two Welsh-language writers who will receive long-term intense development opportunities through the programme during the second half of the year. Additionally, the four Welsh-language writers on the Representing Wales cohort have continued to receive development opportunities through the programme (including 2 bilingual sessions in Q2).</p>	
<p>Organise a dedicated beginners' Welsh-language learning course for writers who intensely work with us on a variety of projects.</p>	<p>Funding from y Ganolfan Dysgu Cymraeg Genedlaethol has been secured for the course, which will take place in Q3. Writers from Representing Wales and the Emerging Writers Strategic Course will be invited to take part in the course.</p>	
<p>Launch call-out for brand-new development programme, Pencerdd, to intensely develop six new poets in the craft of cynghanedd, in partnership with Barddas.</p>	<p>The call out for Pencerdd is scheduled to take place in November, and the project will take place in 2024-25. The partnership with Barddas is secured. They will deliver valuable in-kind support but unfortunately are not able to contribute financially to the project.</p>	

Arts Council Wales 23/24 Targets

Operational Measure: Tŷ Newydd

Targets for 31 March 2024	Progress year to date	Method of data capture
<p>Run at least three free-of-charge residential retreats at Tŷ Newydd, or virtually under the Tŷ Newydd banner, for groups of under-represented writers to offer craft and career development workshops. Groups to include Disabled Writers, LGBTQ+ Welsh-language writers, female writers of colour and more.</p>	<p>Five free-of-charge course/retreats have been organized for 2023-24, including: Notes on Nature (September 2023) for female writers of colour Llyfrau Lliwgar (November 2023) for Welsh-language LGBTQ+ writers Reinventing the Protagonist (Autumn 2023) Digital course for Disabled writers Cwrs Olwen (December 2023) for Welsh-language writers under 25 Kathod (March 2024) for Welsh-language spoken word artists who identify with a marginalized gender</p>	<p>Tŷ Newydd records</p>
<p>Offer at least 10 bursaries for under-represented writers to attend a course, or a retreat, at Tŷ Newydd/Nant</p>	<p>To date, we have offered eight bursaries to under-represented writers to attend a course or retreat at Tŷ Newydd.</p>	
<p>Facilitate Welsh-language LGBTQA+ weekend retreat at Tŷ Newydd</p>	<p>In progress, retreat taking place in Q3.</p>	
<p>Launch a call-out for Welsh-language participants who identify with a marginalised gender to take part in a Tŷ Newydd based course to develop spoken word skills</p>	<p>In progress, with week-long residential course set to take place in March 2024.</p>	

Arts Council Wales 23/24 Targets

Operational Measure: HR

Targets for 31 March 2024	Progress year to date	Method of data capture
All staff and board members to receive Anti-racism and ableism training.	To be arranged in Q3/4. Welsh language awareness training session delivered in Q1 to staff and Trustees as well as Governance overview for SLT and Trustees.	HR records
Support at least 2 non-Welsh speaking (or new learners) members of staff who haven't visited the Eisteddfod previously to attend, by chaperoning and facilitating their visit	<p>Two members of staff, learning Welsh visited the Urdd Eisteddfod in Q1 to deliver activity and were supported by colleagues.</p> <p>Two members of staff who are learning Welsh visited the National Eisteddfod in 2023, Claire Furlong for the second time and Emily Dafydd-Drew for the first time. They were guided by Mared Roberts and Miriam Sautin to events and met artists and stakeholders from across the sector, as well as attending a Welsh Learners' Comedy night where they understood (most of) the jokes.</p>	
Deliver an internal training half day for fluent Welsh language staff to practice and develop Literature Wales' Welsh language tone of voice when writing communication messages	Planned for later in the year in Q3/4.	

Fundraising

Since Catrin joined in early September, she has been learning about the organisation, programmes and projects and building an understanding of fundraising opportunities and priorities. We have a detailed Fundraising Plan, and clear targets but our internal processes and systems need updating before getting stuck in. Below is an overview of Catrin's progress to date:

Trusts and Foundations	<p>Building the funder database: with info on prospective funders inc eligibility criteria, deadlines and funding history to create an action plan for submitting applications.</p> <p>Revenue Funding: developing applications around projects, e.g. Llen Mewn Lle, Children's Laureate and National Poetry of Wales activity, Ty Newydd writer development programmes;</p> <p>Core Funding: targeting larger funders and multi-year funding from e.g. the Foyle Foundation;</p> <p>Capital Funding: focused around Ty Newydd, there are a number of funders who specifically fund capital work.</p>
Individual giving	<p>Gift Aid: updating our HMRC account so that we can maximise the value of individual donations (including donations made up to four years ago);</p> <p>Online donations: adding an online donations function to the website using the CAF Donate platform. They offer the best option in terms of cost, look and ease of use, charging 3% per transaction and no up front/monthly fee, and they will also process the Gift Aid claims. In due course if we implement a CRM it is likely that the new system will include online donations/payments function but CAF Donate enables us to get going now with minimum time/cost.</p> <p>Making the ask: a 'Support Us' page will also be added online which will link through to the donations page.</p> <p>Tŷ Newydd: Adding a page to the folders in each bedroom to invite support, either through paper donation form/gift aid declaration or online.</p>
Corporate support	<p>Wales Book of the Year is the immediate priority and the team are working together to identify a target list of suitable supporters.</p>
Trustee connections, ideas and networks	<p>Effective fundraising requires a team effort as so much of it is about relationships, building networks and connections, and sharing ideas. Catrin will be in touch with all trustees for their input and for a conversation (digital or in person) over the coming weeks and months.</p>

Operational Targets

Highlights from Q2

Targets for 31 March 2024	Progress year to date	Method of data capture
<p>100% staff have attended a minimum of three cross-team training sessions annually.</p>	<p>All staff attended the Creative Planning Days at Tŷ Newydd in September, which included three sessions on discussing our current strategy. This follows cross-team training sessions in Q1 on creative communications, Welsh language awareness and governance.</p>	<p>HR Records</p>
<p>Offer staff up to 4 days paid leave per year for staff to volunteer.</p>	<p>One member of staff has taken up the offer of up to four days paid leave for volunteering and is helping to run an after-school club at a primary school in Llanystumdwy every other week. As a small, local school there would not be the capacity for after school-clubs without the help of volunteers. This will benefit the local community, the member of staff's wellbeing, and Literature Wales' relationship with the area local to Tŷ Newydd.</p>	<p>Environmental Officers' report</p>
<p>Secure coverage by at least 3 Tier 1 press & media and at least 6 Tier 2</p>	<p>We have continued to receive positive media coverage, particularly relating to the laureates. In Q2 this included cover articles in the Western Mail's Week End magazine and Buzz Magazine, as well as interviews on BBC Radio Cymru and S4C. During this period, we have secured coverage from 2 Tier 1, 19 Tier 2, and 11 Tier 3 press & media – combined with coverage from Q1, this means we have already exceeded this target for the year.</p>	<p>Media Monitoring</p>

Operational Targets

Missed Targets

Targets for 31 March 2024	Progress year to date	Method of data capture
<p>Offer at least five training sessions for all staff based on the Communications Toolkit.</p>	<p>Following a session introducing our Master Comms Plan in April, progress on this target has fallen behind. This is due to a difficulty in finding a new and relevant topic and staff capacity to prepare the training sessions. However, a session has been scheduled for October which will focus on Stakeholder Mapping.</p>	<p>Evidence from Diaries</p>
<p>Develop a detailed action plan for building relationships with the education sector pan-Wales</p>	<p>Instead of creating an action plan, we have decided to develop a new project for Writing Squads / Friends of the Laureate. Planning has commenced on this new project and how it will help Literature Wales build relationships with the education sector pan-Wales. Leusa will pick up longer-term strategy development work on her return from maternity leave.</p>	<p>Evidence document</p>
<p>Four case studies shared a year.</p>	<p>No case studies have been shared so far this year, which puts us behind schedule for achieving this target. However, one health and well-being case study has already been drafted and work is underway on a Children and Young People campaign to be shared during the autumn, which will include a case study.</p>	<p>Comms Output</p>

Sustainability: highlights and updates

Quarter 2 Progress

- This quarter we met our target of organising a Tŷ Newydd course addressing the Climate Emergency through the strategic course Notes on Nature which took place on the 25-29 September. Following an open call-out, eight Wales-based individuals of colour who identify as women or of a marginalised gender attended the free nature writing course which invited them to explore their relationship with the natural world.
- The first of a regular series of sessions on the Sustainability plan was delivered during a staff meeting in August. The session focused on travel and transport, updating staff on our progress in reducing our impact and reminding them of our targets. The session also helped to identify barriers to commuting via active travel or public transport – for example safety when travelling to events via public transport in the evening and ongoing issues with public transport (cuts to bus services, train strikes). This will help identify solutions for reducing our environmental impact when redrafting the Sustainability Action Plan for 2024 onwards.

Quarter 2 Missed Targets

- We have missed our target of only holding one in-person board meeting per year with trustees agreeing to two in-person meetings per year (1 at Tŷ Newydd and 1 in Cardiff). Trustees are still able to join these meetings online should they wish, and we are exploring options for providing Welsh translation both in-person and online to facilitate this.
- Our printing for this year has already exceeded our target of fewer than 5,000 pages printed annually by staff. During this year to date we have printed a total of 8,499 pages (6,777 Tŷ Newydd; 1,722 Cardiff) although this includes guest printing at Tŷ Newydd. We will explore options for separating guest printing in printer counts for more accurate data and will remind staff of our target to reduce staff printing in an upcoming staff meeting.
- Although we continue to avoid mass printing promotional material, so far this year we have printed postcards for Bardd Plant Cymru and Children's Laureate Wales as well as flyers to distribute at the Hay Festival and the Eisteddfod.

Learning Points: Activity and Operational

Activity	Learning Points 1 July- 30 September	Future Actions / Recommendations
Representing Wales – Welsh Language	<p>Our fourth round of our professional development programme invited applications for writers who are developing new works for an adult audience. We opened eligibility further, encouraging writers to self-define why they felt currently under-represented in Wales’ literary scene. We received almost 150 applications, but only 6 through the medium of Welsh. This has been a problem for several years, and enhanced marketing efforts were put in to try and expand the number of Welsh-speaking applicants.</p> <p>We believe there to be a multitude of reasons for this but know that we cannot continue to do the same programme/marketing efforts next year and expect different results.</p>	<p>In the Spring we will be taking an in-depth look at how Representing Wales could serve Welsh-speaking under-represented writers better by consulting with the target audience and adapting the programme.</p>
Call-out: Eligibility	<p>Through recent call outs, such as Representing Wales and Inspiring Communities Fund we have realised the need to update our application forms to weed-out ineligible applications at the start as we have had dozens of ineligible applicants managing to slip through a system by not answering, or misunderstanding eligibility questions.</p>	<p>All our standard application forms will be reviewed over the coming months, creating a more robust eligibility section at the start which will not let you continue if you are ineligible. Similar systems exist with most online funding applications ,so we will find some examples of best practice to help.</p>
Investment Review	<p>In addition to our own result, we have been part of wider discussions across the sector with organisations on both sides of the fence – those that have gained funding, and those that have lost. We are disappointed with the lack of funding in general for literature (just us and People Speak Up have received funding).</p>	<p>Over the next few years will seek to work with partners and other literature orgs to develop their “Arts Council Savviness” and advocate for the importance of literature in Wales with key government and ACW stakeholders.</p>