



**2024-2025**

**Management Board and ACW Report #23**

**Period covered: 1 October – 31 December 2024**

Picture: Tŷ Newydd Writing Centre

Photo Credit: Richard Outram



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

The final three months of 2024 were full of conversations on a national level about the importance of the arts, and about the financial crisis currently facing the sector. In November, the Arts Council of Wales released a new report highlighting the economic benefit of investing in Welsh arts – showing that every pound spent on the arts leads to a return of £2.51 to the economy. We were pleased to receive (conditional) confirmation from our main funder, the Arts Council of Wales, that we were to receive a 2.5% increase in our core budget for 2025-26. This followed the (again, conditional) increase to the Arts Council's own core funding from the Welsh Government. Having prepared for several possible scenarios, it was good to step into 2025 without the cloud of a further budget cut above our heads.

Another discussion currently taking place on a national level is that around the literacy skills of children and young people. Children's reading standards through the medium of Welsh are particularly concerning, with a clear link between children receiving free school meals and low reading standards, compared to their peers. In December, we received the good news that the Welsh Government had awarded additional funding to our Bardd Plant Cymru scheme. This funding will train a group of writers (Friends of Bardd Plant Cymru) to visit schools in Quarter 4 with the aim of tackling literacy challenges through creativity. We will continue to work with the Welsh Government to examine education priorities and the link with creativity in 2025 and beyond, utilising the skills of our authors to help find solutions to these challenges.

We're aware of the slightly negative backdrop once again to this quarterly report – we are operating in uncertain times, with the whole sector also facing uncertainty. But on the plus side, this report is full of exciting highlights of the fantastic activities and projects that have taken place in Quarter 3 – from the launch of the Tŷ Newydd 2025 Programme to a host of meaningful writer development programmes.

Onwards to 2025 – with hope!

**Leusa Llewelyn**, Artistic Director  
**Claire Furlong**, Executive Director





# Highlights

## Activity

- Our call-out for our flagship writer development programme, **Representing Wales**, attracted 144 applications.
- [Applications opened in October](#) for five Welsh authors to participate in a two-week residency at Tŷ Newydd at the end of May 2025. They'll be joined by 9 writers from other European to collaborate creatively on projects around the themes of language, literature and landscape.
- Writers shortlisted for Wales Book of the Year 2025 were supported to host events throughout Wales. In October, overall Welsh Language winner, Mari George, travelled the length and breadth of Wales promoting her novel *Sut i Ddofi Corryn*. These events were supported by the Books Council's New Audiences' grant.
- National Poet Hanan Issa's poem, along with Iestyn Tyne's Welsh adaptation, were unveiled as the centrepiece of the Covid-19 Commemorative Woodland near Erddig in Wrexham.
- Working in partnership with Theatre Cymru and Ashtar Theatre, our [Bardd Plant Cymru, Nia Morais, collaborated with young people from Wales and Palestine to create a trilingual poem](#).
- Young people's Writing Squads began in Maesteg with facilitator Leigh Manley and in Conwy with artist and facilitator Rebecca Roberts.
- Submissions to our [Wales Book of the Year Award 2025](#) closed in December and received 210 titles for consideration (85 in Welsh, 125 in English).
- Pencerdd: Our Welsh-language writer development [opportunity to develop cynganeddwyr opened for applications in December](#).
- Poetry Wales' [National Poetry Awards](#) opened for submissions in December, with a Tŷ Newydd course or retreat offered as the 1<sup>st</sup> prize.
- Author and poet Casia Wiliam finished a series of creative writing workshops in Bethesda as part of our Lit in Place project. The project will be celebrated, with a new artwork unveiled in 2025. The group will continue to meet with the support of GwyrddNi.
- Tŷ Newydd hosted four strategic retreats in Q3 for target groups including Black, Asian and minority ethnic neurodivergent writers on our Reshaping the Narrative course in Partnership with Neurodiversity and Anti-Racism in Welsh Arts (NAWA); and Welsh language LGBTQA+ writers in partnership with Llyfrau Lliwgar. More information can be found on the Strategic Courses part of this report. Through the open programme, we hosted 169 writers across 15 courses. Courses included Writing Crime Fiction, Writing Motherhood and Writing contemporary short fiction.
- Our third Representing Wales cohort were welcomed back on a weekend-long course with Eloise Williams, as part of their aftercare year.



[Applications for Speak Back](#), a five-day residency for poets and spoken word artists opened.



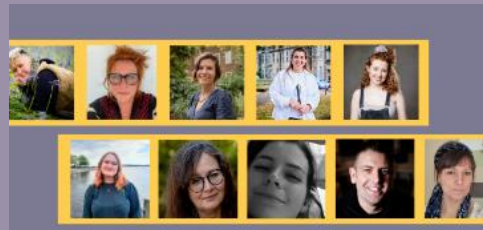
Poet and facilitator Elinor Wyn Reynolds shared [four blogs on Yr Ardd](#), a creative writing project ran in Llandysul.



[35 courses and retreats were announced](#), celebrating 35 years of our Tŷ Newydd Writing Centre



[Over 400 children in Wales submitted poems to show support for the Cymru squad](#), who reached the UEFA Women's EURO play-offs for the first time.



10 Deaf and/or Disabled writers took part in our [2024 Reinventing the Protagonist programme](#).



Tutors Mike Parker, Melda Lois and Gareth Evans-Jones tutored our third [Llyfrau Lliwgar retreat](#) for LGBTQ+ writers.

# Operations Highlights and Office and Staff Update

- Trustees attended the Annual General Meeting at Tŷ Newydd in November. The Management Board discussed and reviewed Literature Wales' Annual Report and Financial Statement for 2023-24, agreeing to sign once all amendments had been completed.
- Staff gathered at Tŷ Newydd in November for our annual away day. Between strategic planning sessions, staff from across Wales enjoyed an early Christmas dinner and a walk with local poet Twm Morys to learn more about Llanystumdwy. Staff also met trustees who were attending the AGM at Tŷ Newydd for "speed introductions" and a joint strategic planning session.
- Staff continued to share project impact presentations during fortnightly staff meetings. This quarter, presentations included the Food & Fun creative workshops with primary school children and on Tŷ Newydd courses and Nant retreats.
- In December staff conducted an annual review and amendment of all internal policies.
- The new project planning spreadsheet for 2025/26 was created and shared with staff at the end of this quarter, and work has started on planning for next year's activity. This includes preparing and creating frameworks for managing risks and monitoring goals associated with each project.
- Staff began the process of setting up the new Beacon CRM software during this period. The first stage of this work focused on uploading historic data, including Tŷ Newydd course bookings, donations, and entries from our internal Writer Information database.
- Tŷ Newydd received a new valuation on the building and Nant cottage, which is required for insurance and compliance purposes.
- All staff completed an equality and diversity survey alongside an anonymous staff survey asking about their impressions of working for Literature Wales and the organisational culture. The findings will be used to report to the Arts Council of Wales on our targets and to identify themes for further discussion.
- All staff completed a Sexual and Sex-Based Harassment Awareness Course through Breathe HR. This training focused on increasing understanding and awareness of different types of harassment, and procedures for if staff ever witness or experience sexual or sex-based harassment.
- Both offices had staff Christmas parties in December. The Cardiff office went for a meal at Rosa's Thai, and the Tŷ Newydd had their meal at the Black Boy Inn in Caernarfon. Both offices took part in an online literary quiz during the final staff meeting of the month.
- At the end of Q3, we said a temporary goodbye to Miriam Sautin, Creative Manager, who will be taking a sabbatical from working at Literature Wales to focus on her MA at Bristol University.
- More staff celebrated work 'birthdays' during this quarter, including Petra Bennett who celebrated 23 years with the organisation.

# Sector Support

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

As part of the Culture Change project, three staff members attended a networking/dinner event with individuals from global majority backgrounds who were taking part in a leadership development course to talk a bit more about how Literature Wales works and our own career journeys. Following this, we've arranged follow ups with two attendees who are keen to talk about their career development. The part of the programme fitted alongside the training days. By taking part in the training days, as an additional benefit we've developed stronger relationships with other arts organisations taking part and been able to offer some support, such as advising Newport Riverfront on local writer development.

This quarter, Claire and Leusa have made effort to get out and about to check in with key partners in-person such as, Books Council Wales, Literature Across Frontiers and Arts Council. They've also been making effort to engage with the team responsible for the Ceredigion UNESCO City of Literature Bid, offering support and advice. We'll be supporting the bid with a letter of support.

In November, Claire took part in consultation with the National Poetry Centre about the development of a former church in Leeds, spearheaded by Simon Armitage. It was great that they'd reached out to organisations from other UK nations to feed in.



## Strategic courses

In Wales there are still significant differences in equality and opportunity to access and participate in culture and literature. Across the year we run a selection of free courses that writers can apply for. They provide an experience for writers who are under-represented within the literary culture in Wales and offer an opportunity for us to work with and learn from grassroots organisations. Below are three courses which took place in quarter three.

### Reinventing the Protagonist in Partnership with Disability Arts Cymru.

This is a 12-month virtual course. It is led by Kaite O'Reilly: a multi-award-winning playwright and dramaturg, known internationally for her pioneering work in Disability culture. 10 writers were supported in 2023-2024, with [10 more writers announced to receive support in 2024-25](#).

**"The class has been transformative - so rarely are disabled authors and people with bodies outside norms and binaries celebrated and centered" - Grace Quantock**



Image shows 10 writers on the 2024-25 Reinventing the Protagonist course.



Image shows 10 writers on the 2024 Reshaping the Narrative course.

### Reshaping the Narrative in Partnership with Neurodiversity and Anti-Racism in Welsh Arts (NAWA)

For a week in October, 10 writers were welcomed to Tŷ Newydd. Under the expert tutelage of Patience Agbabi and Ashleigh Nugent the week-long course was co-created with the participants. The week featured extra breaks along with additional yoga sessions to reduce anxiety.

**"It was transformative. For the first time in my life, I was completely myself in a crowd, I am still coming to terms with it all. I came to help others, but I left healing my own soul of hurts I didn't know it had".**

### Welsh-language Residency for LGBTQ+ Writers in Partnership with Llyfrau Lliwgar

In November, 11 writers were welcomed for Llyfrau Lliwgar's third retreat, tutored by Mike Parker and Melda Lois. Writers who attended will contribute work for a new zine called *Qywir*, which will be published in June to coincide with Pride. Over 30 LGBTQ+ writers have now attended these residencies at Tŷ Newydd, which have led to the creation of the zine *rhych newydd* (2024) and the publication in 2023 of the the first LGBTQ+ Welsh-language anthology, *Curiadau* (Barddas).



Image shows 11 writers on the LGBTQ+ writers residency with Llyfrau Lliwgar



## Accessibility

We strive as an organisation to ensure our programmes and experiences can be accessed by all. At Tŷ Newydd, we invested in three new panic alarms. The alarms are programmed to alert Miriam Williams, Tony and Mel should a participant become unwell during their stay. This offers an additional level of support, which has been greatly appreciated:



The investment you've made as an organisation with the tech to raise an alarm if extremely ill offered an additional level of reassurance [and] the care each of you demonstrated was incredibly reassuring... I recognise there were times when you went beyond what would reasonably be expected of an organisation. This is a credit to each one of you, as well as the progressive culture at Literature Wales; the sort of actions that ensure this organisation becomes the benchmark for matters such as inclusivity and diversity. Diolch yn fawr iawn!

- Leigh Manley



In quarter three, four writers from across Wales were awarded a bursary. Following a simple application process, applicants can access up to £250 off the cost of a course if successful. Every course in 2024 can support a bursary place. You [can find out more about bursaries on the Tŷ Newydd website](#). These places are vital in supporting the creative development of writers across Wales:



The opportunity to learn from storytellers I admire was deeply exciting. Without the bursary this simply would not have been possible to do. I came away with a new story ready to be performed and have done so twice already in the few weeks since the course.

- Bursary recipient who attended a Storytelling course tutored by Phil Okwedy and Daniel Morden



Work also continues across our Literature Wales website. An accessibility plug in allows visitors to adjust the contrast, text size and text spacing among other features. Project managers are working with the Comms team to streamline application forms and clean up project pages.



# Arts Council Wales 24/25 Targets: Creativity

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

Targets for 31 March 2025	Progress in Q1 and Q2	Progress this quarter	Progress
8 new pieces of commissioned work from the National Poet, published and/or performed	<p>Q2: A total of 6 poems are in the pipeline. Music from Another Tongue, Erddig, poem about women’s health, a response to Gwyneth Lewis’ WMC poem, and a poem to be performed at the European Circular economy hotspot conference in Cardiff on 8 October.</p> <p>We are on track to have 8 pieces of work by the end of the financial year.</p>	<p><b>On track:</b> 1)Erddig memorial woodland opened in December with poem, 2) WMC poem released 3/11, 3) European Circular Economy poem 8/10.</p> <p>Music from another tongues poem and album to be released in February and new commission looking at flooding in Pontypridd for March. Final poem is to go alongside the Chronic women project and due by March</p>	
An anthology published featuring work from 14 under-represented writers who have previously taken part in the Representing Wales writer development programme	<p>On July 13, 2024 the anthology <i>(Un)Common</i> was launched, featuring 14 writers who had taken part in the second year of Representing Wales. <i>(Un)Common</i> has been published by Lucent Dreaming. In addition, eight writers, who have previously taken part in Representing Wales contributed to Firefly Press’ <i>And I Hear Dragons</i> anthology, edited by our current National Poet of Wales and RW1 participant, Hanan Issa (published in May, 2024). Additional published works include Anthony Shapland’s first novel, <i>A Room Above a Shop</i>, due for publication with Granta in 2025 and Grace Quantock’s new creative non-fiction book, <i>Living Well with Chronic Illness</i>, published in September 2024.</p>	<p><b>Complete</b></p>	

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2 new works written and creatively exhibited (e.g. as a mural or through QR codes on a literary walk) in Bethesda and St Davids, co-created between local writers and community participants, reflecting on themes of the climate emergency	In Q1, literary work unveiled in Treherbert. Bethesda interactive poem has been decided by the group and will live in the new heritage centre in the town. St Davids project has begun with revised timetable for creative exhibit due by June 2025	<b>Delayed:</b> Bethesda: local artist, Catrin Williams, has been commissioned and work will be unveiled with event in Q4. St Davids is on track to be delivered in June 2025	
60 writers from under-represented backgrounds are engaged in intensive writer development programmes (such as Representing Wales or TN Strategic courses)	<b>Complete.</b> 57 writers engaged, and a further 2 call-outs for strategic courses planned, bringing total to 78.	<b>Complete:</b> Rep Wales 4: 14, Pencerdd:5, Writing Well: 6, Reinventing: 10, Llyfrau Iliwgar:11, NAWA 8, Cwrs Olwen: 7, Emerging Writers 14 = 75	

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Targets for 31 March 2025	Progress in Q1 and Q2	Progress this quarter	Progress
3 case studies of writers from under-represented backgrounds, who have benefitted from LW programmes published and celebrated	2 writers approached – Rachel Dawson and Hammad Rind who have interesting and varied journeys through their writing careers and have interacted with LW at a variety of stages. Due to be published in Q3, and further writer approached later in the year.	<b>Ongoing, but slightly delayed</b> - The Literature Wales advent calendar meant that the planned case studies might be lost, so we decided to keep them for the New Year. Current plan is: Hammad Rind – January Rachel Dawson - February Megan Hunter - February Taylor Edmonds - March	
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)	<b>Completed:</b> 5 writers booked (Anthony Shapland, Bethany Handley, Rachel Dawson, Taylor Edmonds and Abeer Ameer).	<b>Complete</b>	



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6 Writing Well facilitators supported to plan and deliver creative projects for health and well-being in their chosen communities	<b>Completed:</b> 6 facilitators have received support and have planned their projects. However, a few are finding it challenging to find suitable project partners to deliver the work and timelines are adapting. All are underway and receiving lots of individual support	<b>Complete:</b> 2 projects finished, 4 underway	
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	<b>Complete:</b> Feedback from Hay Festival received and reports positive impact.	<b>Complete</b>	
10 disabled and/or Deaf writers report increased confidence and improved creative skills after taking part in Reinventing the Protagonist course 2024	<b>On track:</b> Writers have been selected for upcoming course in November. Further evaluation on the first cohort from March 24 to take place as part of after-care programme.	<b>On track:</b> The second cohort of Reinventing the Protagonist was appointed, and the workshops took part in November 2024. Feedback from cohort 1 will be collated in Quarter 4 to track the long-term impact of taking part in Reinventing the Protagonist had on their craft and career as writers.	

# Arts Council Wales 24/25 Targets: Widening Engagement

Outcomes:

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

Targets for 31 March 2025	Progress in Q1 and Q2	Progress this quarter	Progress
Partnership programme with Hijinx will provide staff with new learnings about access practices and plans to implement them will be made by March 2025. Programme is aimed at creative individuals who are learning-disabled and/or neurodivergent people and who are from communities that experience racism.	Partnership Agreement confirmed with Hijinx and project now underway. Eight writers from communities who experience racism and who identify as neurodivergent have been selected to attend the residency taking part in October 2024.	Residential retreat to took place 30 Sept – 4 Oct.	
Staff report increased confidence and awareness in making projects accessible and inclusive and utilise staff and creative meetings to share expertise and learning.	Q1 No progress yet, plans to develop and roll out in Q2.	<b>Ish:</b> 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)	Q1: At an August staff meeting, the Comms team will ask the team to share how confident they feel in implementing the guidance and will organise sessions to increase confidence should the need arise.  Q2: 14 staff members filled in a questionnaire asking about their confidence. Several respondents have not yet used the Accessible Comms Guidance, but the majority have noted that they are either very or fairly confident in implementing accessible comms guidance. To further improve the figure, the comms team will run through the guidance in a staff meeting, and give those who haven't had any practice in creating accessible documents the opportunity to do so.	<b>Complete:</b> But further learning needed and staff meeting session planned	

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Targets for 31 March 2025	Progress in Q1 and Q2	Progress this quarter	Progress
150 community events are funded through Inspiring Communities Fund, and two case studies from event organisers detailing how to reach new audiences are shared	110 sessions funded by 30 September. One Welsh-language case study confirmed (Cylch Llenyddol Pen Llŷn) and English-language tbc in Q3	<b>Complete:</b> 216 sessions funded by 30 December. Case studies on track	
40 young people attend Writing Squads for the first time and report positively about creative skills and well-being	2 Squads ready to start in October half-term with participant registration due to open shortly.	<b>Complete:</b> 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	
20 young members of the LGBTQIA+ community receive a workshop from Bardd Plant Cymru, Nia Morais, at Eisteddfod yr Urdd	19 participants took part in the session in May 2024	<b>Not met:</b> but close enough?	
60 community members in Bethesda engaged in literary activity through Lit in Place and the local partners report positive impacts for the local community and its engagement with literature	<p>Q1: Writing sessions very well received in Bethesda, 16 individuals belong to the group, attending the sessions regularly. The project has also supported a writing workshop for young people with 19 in attendance and an open mic evening, with some of the writing group taking part and a further 8 in the audience and participating.</p> <p>Q2: 50 reached so far, through additional family group held during summer holidays. New participants will be engaged through upcoming open mic event and other events.</p>	<b>Complete:</b> The project has now finished but the workshops continue with GwyrddNi arranging a rota and some of the participants leading the sessions. 24 individuals attended the workshops in all. A further 58 took part in other events held through the project, including two open mic sessions, a drop in session and a workshop for young people. LW continuing work with the partners to ensure the writing group transitions well to the the format and as the visual artist Catrin Williams works with the group on the commission piece. The group is keen to publish an anthology of their writing. Launch event for visual art planned for mid March.	



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Targets for 31 March 2025	Progress in Q1 and Q2	Progress this quarter	Progress
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.	<b>Complete:</b> Mapping exercise completed in Sept 2024 identifying cold spots and plan of action to engage key targets	<b>Complete:</b> Action plan to be developed in Q4, focusing on relationship building.	
10 members of the farming community in mid Wales are engaged in literature activity through Writing Well to support mental health & well-being.	<b>Q2: Unlikely to complete:</b> This project is yet to start due to difficulties in finding appropriate partner, through the medium of Welsh, in north Powys. There is clear need for the project but groundwork has been hard. We are supporting the artist to create a new, deliverable, project plan.	Project is now being delivered but target group has changed and is now working with Merched y Wawr group who are close to 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 in Q1 and Q2	Progress this quarter	Progress
Over 400 Welsh-medium pupils will work with Bardd Plant Cymru, Nia Morais, on Ekphrastic poetry session. This project contributes to the Siarter Iaith initiative, facilitating creative workshops which will inspire pupils to use the Welsh language in all aspects of their lives.	410 students took part in the session, delivered as part of the Celf ar y Cyd project with Amgueddfa Cymru. Online resources were also created for Hwb which will reach many more pupils over time.	<b>Complete</b>	
Llyfrau Lliwgar retreat for Welsh language LGBTQA+ writers attracts 12 writers, 25% of which have not written in Welsh previously	<b>On track:</b> 13 writers have been selected for the programme. 38% of the cohort usually practices their craft in English.	<b>Complete</b>	
12 young writers taking part in Cwrs Olwen report feeling more confident and inspired to start their writing careers through the medium of Welsh	No progress yet, course due to take place in December	<b>On track:</b> awaiting feedback following the course in mid-December. Not all writers attended due to Storm Darragh.	
Wales Book of the Year, and Welsh language winners, gaining coverage in 2 pieces of UK-wide English language media.	We managed to secure the same type of coverage as the previous year but did not build on this outside of Wales. The coverage with most UK-wide potential was articles on the Bookseller website and BBC News Wales Website.	<b>Complete</b>	
5 poets from outside of Wales to take part in project with Hanan Issa, National Poet of Wales, to learn about cynghanedd. The 5 poets to write 5 new poems inspired by cynghanedd	8 poets are involved in this project, with 7 completed poems so far.	<b>Complete</b>	

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Media coverage given to the journeys of the 5 new cynganeddwyr who are immersing themselves in the literary tradition of the cynganedd; with the public through Barddas, and Radio Cymru	Q1: The project launch was featured on Radio Cymru last year, but no coverage given there or in Barddas yet this year. More coverage planned towards the end of the scheme, but it has been featured on <a href="#">Golwg360</a> and Podlediad Clera. Q2: No progress this quarter. Planned press release due in Q3 including coverage in Barddas.	<b>On track:</b> Radio Cymru's arts programme with Ffion Dafis will interview Non Lewis and Mererid Hopwood in Jan about the programme plus Barddoniaeth i bawb digital event on 13 Jan.	
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.	First meeting on 23 <sup>rd</sup> September and set weekly.	<b>On track:</b> 9 meetings so far and staff are reporting them as helpful	
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. The course will culminate in a residential course at Tŷ Newydd in Q4.	<b>Complete</b>	
1 case study of writer who is a new Welsh speaker and has benefitted from LW programmes published and celebrated	Case study underway with Hammad Rind.	<b>Near Completion</b> - The case study has been partially published - videos were published on LW social media, however a more coherent case study has been created and is planned for release in January.	



## Arts Council Wales 24/25 Targets: Climate Justice

### Outcomes:

- Activity which utilises literature to increase knowledge of the climate emergency inspires individuals and communities to make changes for the benefit of the environment and climate
- An increased understanding of the environmental impact of our work across the Literature Wales team, and increased confidence in considering and implementing sustainable practices
- Minimised carbon emissions from the operations of Literature Wales, on track to be carbon neutral by 2030

Targets for 31 March 2025	Progress in Q1 and Q2	Progress this quarter	Progress
Participants from EcoDewi in St David's Peninsula report feeling empowered to tackle local climate justice issues, and increased feeling of community cohesion following participation in Lit in Place	Development ongoing in St Davids. Project delayed to establish agreement with local partner. Kerry Steed has been appointed as local facilitator in Q2 and info sessions started in Oct.	<b>On track:</b> Due to be completed in 25/26. First community info session took place in October and 8 sessions will be delivered from Jan.	
100 children in Powys are engaged in writing about nature and climate issues in their local area through workshops with Children's Laureate	Q2: 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!	<b>Complete</b>	
14 Writers taking part in the Emerging Writers Course are equipped and empowered to bring attention to the climate emergency through their writing	No progress, course takes place in Q4	<b>On track:</b> Call out delivered and 39 applications received inc 74% new names to Lit Wales. Decisions to be made in January and course takes place in March	
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.	Other sustainability targets have taken priority over this. Now highlighted with Exec Director to pick up with staff member responsible in Q3 and make plan for delivery.	<b>Unlikely to achieve by March:</b> Planning underway	

## Arts Council Wales 24/25 Targets: Climate Justice

### Outcomes:

- Activity which utilises literature to increase knowledge of the climate emergency inspires individuals and communities to make changes for the benefit of the environment and climate
- An increased understanding of the environmental impact of our work across the Literature Wales team, and increased confidence in considering and implementing sustainable practices
- Minimised carbon emissions from the operations of Literature Wales, on track to be carbon neutral by 2030

Targets for 31 March 2025	Progress in Q1 and Q2	Progress this quarter	Progress
By December 2024, a framework for running sustainable literary events is created and shared with entire team, and with events organisers through our website	No progress yet	<b>On track:</b> planned for February	
Food cost per head will be assessed, looking at preferring local suppliers over major supermarkets/wholesalers. A proposal will be created by Jan 25, with proposed actions for 25/26.	Delivery over winter in Tŷ Newydd's quieter period.	<b>On track:</b> Work ongoing in quiet January to meet the deadline	
By March 2025, research viability of tracking Literature Wales' carbon emissions (direct and secondary), including implementation plan.	We are now measuring what we can (travel & printing). The Sustainability Action Plan is being redrafted in Q3 and will include research on how to track more/all aspects of our carbon emissions if practical.	<b>On track:</b> First attempt at tracking Literature Wales' Carbon emissions is underway - a finished draft will be completed and translated in Q4. This will give a broad picture of LW's emissions and highlight where further monitoring is needed through an implementation plan.	
Ask staff to explain why public transport was not used when completing Travel & Subsistence Claim Forms to encourage mindfulness when traveling for meetings and events, and identify potential solutions for reducing travel emissions	No progress	<b>On track:</b> New template being sorted in Jan	
Install electric car charging point at Tŷ Newydd and advertise to encourage usage.	Electrician contacted in September	<b>On track:</b> Still waiting visit from electrician!	

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

### Outcomes:

- Supporting a skilled and visionary workforce of freelancers, professional writers and staff in the literature sector by providing training, paid opportunities and championing fair employment practices
- Writers, particularly those from communities who face barriers to developing skills and careers, are receiving support to progress along writing and publishing pathways
- The diverse range of contemporary writers and the literary heritage of Wales is celebrated, encouraging more understanding across Wales

Targets for 31 March 2025	Progress in Q1 and Q2	Progress this quarter	Progress
Publish writer Fee guidelines, and fair employment guidelines update in March 2025. Fees for 23/24 to be tracked in April 2024, and those 2024/25 to be tracked and measured against guidelines	Published in August – updated fees for 24/25 and review of fees paid in 23/24. New system developed to ensure quicker turn around next year.	<b>Complete:</b> plus work is ongoing to spread awareness of the fees amongst writers and event organisers. Hanan has been a very good ambassador for writers, and Petra had success with an ICF applicant paying low fees, who have now raised their fees.	
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.	Claire and Alys have attended 5 training days between them, with initial learning being shared at SLT meetings. 2 further days planned in Nov/December.	<b>Complete:</b> Claire and Alys attended 7 training days between them plus Emily attended 1 week leadership development course. Next steps include; job creation plans, and working alongside the other organisations who were central to culture change to take the lead on organising anti-racism training with Strawberry Words.	
At least 175 writers directly offered paid professional opportunities to tutor, mentor, train or perform for LW programmes.	Q1 & 2: total for year is 111	<b>On track:</b> Total for the year is 159	
50% of Representing Wales participants, who aspire to, go on to publish work within three years of taking part in the programme	Internal tracker developed, logging publications and successes of RW participants has been created. So far, 62% of past Rep Wales participants have gone on to be published (including anthologies). 30% are published as a standalone volume. (n.b first cohort “graduated” at end of 2021 so 3 year timescale not yet reached)	<b>Ongoing/Complete:</b> New publications announced in Q3 include Bethany Handley’s debut poetry pamphlet “Cling Film” to be published with Seren, Taylor Edmonds’ WIP highly commended in Faber Children’s FAB prize, and two more RW4 writers will be published in Afonydd anthology by Arache press. Rhiannon Oliver’s debut poetry collection to be published by Firefly in 2026.	



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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	Conversations ongoing with Hay Festival who are currently applying to ACW to run the programme. If they do, we will support with recruitment and prioritise marketing at under-represented writers. However, we do not have final say on selection so can not guarantee meeting this target.	<b>On track:</b> Hay were successful with their ACW application and we are working alongside them on the recruitment of the programme.	
All 5 new cynganeddwyr from Pencerdd scheme, who are under-represented within the cynganedd scene, to be paired with an individual mentor	5 poets paired with mentors (athrawon barddol), however 1 poet has not been attending mentoring sessions and may not complete the programme.	<b>Complete,</b> although 1 poet has dropped out of the programme	
The National Poet and her work is platformed at 5 high-profile events within Wales, such as the opening of the Erddig memorial woodland in June	Q1: 2 so far – Nation of Sanctuary Awards and Hay Festival. Q2: in addition to Q1 events, 3 are planned; (much delayed) Erddig woodland opening, European Circular Economy conference 8 Oct, and UKRI conference 18 Oct. In addition, event outside of Wales being organised with Irish Embassy in London celebrating Welsh & Irish poets.	<b>Complete:</b> Nation of Sanctuary awards, Hay Festival, European Circular Economy conference (8 Oct), UKRI conference reception (18 Oct), Erddig Memorial opening (December, but official launch end March), Ireland/Wales event (18 <sup>th</sup> Feb), Cerdd Tafod Arall event (February TBC)	

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Targets for 31 March 2025	Progress in Q1 and Q2	Progress this quarter	Progress
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	27 events organised, with £6047 distributed. Good distribution across the country, from Ynys Môn to St Davids.	<b>Complete.</b>	
190 individual writers are supported through the Inspiring Communities Fund, to work in communities across Wales.	182 writers supported so far, across 265 writer fees.	<b>On track:</b> 184 individual writers (found counting error from Q2)	

## Arts Council Wales 24/25 Targets: Transformation

### Outcomes:

- An increased sense internally and externally of what Literature Wales exists to achieve and crucially, what it does not, through increased collaboration with other organisations and a joined up simple message from the whole sector
- An organisational culture that truly embodies the values outlined in our Pledge and leads the sector as a model of an effective, ethical employer of staff and freelancers
- A network of literary facilitators is created and enhanced to bring literature for well-being into communities

Targets for 31 March 2025	Progress in Q1 and Q2	Progress this quarter	Progress
By September 2024 a new MOU discussed and agreed with Books Council of Wales, defining our roles and areas for collaboration	<b>Delayed but on track:</b> Document drafted and due to be discussed at meeting with BCW on 23 <sup>rd</sup> October	<b>On track:</b> Feedback received from BCW on 23 <sup>rd</sup> Dec. Document to be finalised and signed in Jan	
By March 2025, lead 3 meetings to discuss sector issues with literature partners across Wales	Q1: 1 meeting took part on 3 April with BCoW, Mudiad Meithrin and Cyngor Gwynedd about representation and diverse reading lists for Cylchoedd Meithrin. Meetings due to be arranged with WLE/LAF to discuss translation and working with European partners over the summer Q2: Meeting with the Eisteddfod's Panel Llên Canolog comprising of representatives from across the literary sector including BCoW and Cwlwm Cyhoedwyr.	<b>Complete:</b> Further meeting held at TN in November with Eisteddfod, BCW and publishing and writing communities to discuss literary competitions.  These meetings are in addition to ongoing LW partnership working, such as with BCW/WLE/TRACC/National Companies where sector issues are discussed	
By March 2025, deliver a co-ordinated comms campaign to the sector with key literary organisations in Wales to explain our individual roles and areas for collaboration	No progress.	<b>Ongoing but unlikely to be completed this financial year.</b> 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.	Staff survey questionnaire designed and will be sent out in October	<b>On track:</b> 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.	

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Targets for 31 March 2025	Progress in Q1 and Q2	Progress this quarter	Progress
Deliver staff and trustee away day in autumn 2024 which offer training, increased understanding of LW strategy, and foster a collaborate work ethos between both groups	Dates set for November 2024 – programme due to be arranged soon	<b>Complete:</b> Delivered November 2024	
Our team report they feel valued and supported by Literature Wales as an employer.	Staff survey ready to be rolled out in October	<b>Complete:</b> On a scale of 1-5, 63% of staff gave the score of 5, and the remaining 37% rated 4/5	
Writing Well participants report they feel the programme has developed a strong network and places to share their new knowledge to inspire others, including through partnership with WAHWN	Verbal feedback at catch-up and training sessions in June & July, participants have reported how they feel they have learnt many new skills. Also that the whatsapp group they have set up between them has been really helpful to share good practice and troubleshoot. Quotes: ' I've learned a lot about the pros and cons of partnering an organisation rather than working from within one. There are several things I would do next time in advance of workshops' 'I just wanted to say how much I'm valuing these workshops. Thank you for sourcing such knowledgeable, experienced and inspiring facilitators. I come away buzzing. I really feel I learned so much from Jane today. And her passion is infectious!' Q2: Cohort has created a supportive network and the feedback is positive although there have been struggles with delivery.	<b>Ongoing:</b> Further evaluation will take place at the end of the project, but anecdotally the participants have developed a supportive network.	
4 literary facilitators receiving training on incorporating well-being into literary workshops with young people, through Writing Squads and CLW/BPC.	Q1 & Q2: No progress yet, on track.	<b>On track:</b> training session planned for 21 <sup>st</sup> Jan 25 as part of the Ffrindiau Bardd Plant programme	



# Sustainability: highlights and updates

## Quarter 3 Progress

Literature Wales activity continues to advocate for sustainability by using nature and the environment as a central theme. During this quarter we worked to prepare for future activity, including developing a schedule for the series of Lit in Place sessions in St Davids with local writer Kerry Steed. The sessions will explore the relationship of participants with their local community, landscape and nature. We also delivered activity, such as the final six sessions of Casia Wiliam's Lit in Place project in Bethesda. The Welsh Language sessions aimed to develop the creative voices of the community and alleviate their climate anxiety. Finally, this quarter also saw us evaluating on past activity through a [series of blog posts](#) by Elinor Wyn Reynolds, reflecting on Yr Ardd project which used creative writing to encourage participants in Llandysul to think about their community gardens and their place in it.

A new version of the Sustainability Action Plan was drafted during Q3, focusing on Literature Wales' operations in 2023-24. The draft includes a first attempt to quantify Literature Wales' emissions, allowing us to compare the carbon intensity of actions from across our operations. Alongside reducing emissions, the plan aims to encourage local procurement, reduce waste, safeguard nature and biodiversity, and build strong and cohesive communities in all aspects of Literature Wales' operations and decision making.

## Quarter 3 Missed Targets

At the start of Q3 we asked staff to complete the bi-annual sustainability survey, asking them about their work habits in the first half of the financial year (2024-25). The survey helps us to measure our progress against sustainability goals during this period.

There was an increase in staff commuting to work by car alone (29% of commutes, up from 24% in 2023-24). This was accompanied by a decrease in staff car sharing (3% down from 6%), commuting via public transport (1% down from 3%), or active travel (9% down from 12%).

Fewer staff were self-reporting as always making the effort to recycle correctly (82% down from 90%, with the remaining 18% usually making the effort). From follow up questions, it seems fewer staff found the recycling system or signage unclear. However, 12% were confused by what material could and could not be recycled. We will share further guidance with staff in a future meeting and encourage staff to ask Environmental Officers if unsure about specific items.

More staff reported that they always or almost always remembered to turn off electrical items (82% up from 72%). However, this is still short of our target of 100%.

## Learning Points: Activity and Operational

Activity	Learning Points 1 October– 31 December 2024	Future Actions / Recommendations
Lit in Place: Pembrokeshire and others	A multi-partnered project, with some administrative tasks required of the lead artist, Literature Wales can sometimes lose the required control and overview of some projects. Regular meetings with key stakeholders should be placed in the calendar for the duration of similar projects, with key tasks outlined in artist contracts and partner agreements.	Whenever possible, artists (writers) should be asked to do as little administrative work as possible – allocating these tasks to LW staff members instead. Also: partnerships should be monitored closely mid-projects to ensure that the working relationship is beneficial for the project and reaching intended outcomes. For this particular project, we are planning for the future where we are secondary partners with environmental organisations with existing local links as we feel the projects will have more long-term impact. Conversations are ongoing with WWF and have recently started with Vincent Wildlife Trust.
National Poet	The publicity the mantel of being National Poet brings mean that external requests for commissions etc are high. This makes it difficult at times for official events via Literature Wales to be scheduled.	Better long-term planning for National Poet Schedule, projects and aims – an annual planning meeting has been scheduled for 30 <sup>th</sup> Jan, and a working timeline document created to keep Hanan and the team on track.
Away Day	Both staff and trustees were brought together at Tŷ Newydd in November 2024 – a successful two days of planning, networking and well-being. Logistics in organising three distinct events: staff away day, board and staff away day, and Board Meeting, posed a few challenges.	Good Practice to bring staff and trustees together, but in future, any Creative planning sessions to have clearer outcomes and to be minuted.