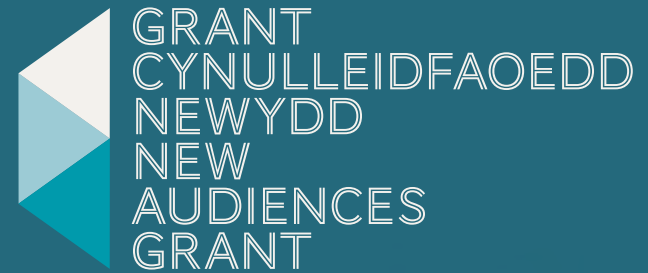


New Audiences Grant

Creating lasting change



Creating lasting change

FOREWORD BY HELGARD KRAUSE, CHIEF EXECUTIVE BOOKS COUNCIL OF WALES

In 2022 the New Audiences Fund was established thanks to funding from Welsh Government through Creative Wales.

Its purpose was to strengthen and diversify the publishing industry in Wales, focusing on three main aims:

- ▶ Develop new authors, illustrators or contributors from culturally diverse backgrounds or under-represented groups from Wales, and provide them with the support and opportunities they may need to be published or work in the sector in Wales;
- ▶ Target new readers by developing original content and/or using media or formats currently not funded;
- ▶ Establish new publishing businesses or publications that will strengthen and diversify the current offer in Wales.

When we established the fund, we were looking for projects that would be catalysts for lasting change in our sector: creating opportunities, increasing representation and supporting businesses.

Three years and £1.5million later, this Impact Report can look back on over 100 projects across Wales. But the stories behind these figures are more important still as we see how the grants have created jobs, supported fair pay, facilitated collaboration, mentored new voices and enabled the publication of new cultural materials.

Some projects have developed and grown over three successive years of funding, supporting the fund's long-term goals to improve fair representation within the sector. Other grants have supported programmes to try out new ideas or facilitate partnerships. Authors, illustrators and

the wider workforce, especially those from backgrounds under-represented in the industry, have been able to not only start a career in publishing but to stay and flourish too. The fund's success highlights the need for inclusive projects and demonstrates its positive impact on the industry.

The New Audiences funding has been a crucial support for the publishing industry during challenging times. The projects and case studies in this report demonstrate the fund's transformative potential. They also highlight the need for regular, long-term funding to develop a pipeline of talent and experience, to invest in our publishing infrastructure and to secure a publishing sector that reflects and benefits all of Wales and is open to all.



New Audiences in numbers

3

years

100+

projects supported

117

new jobs created

546

new works
commissioned

113

new publications

8

initiatives developed

75

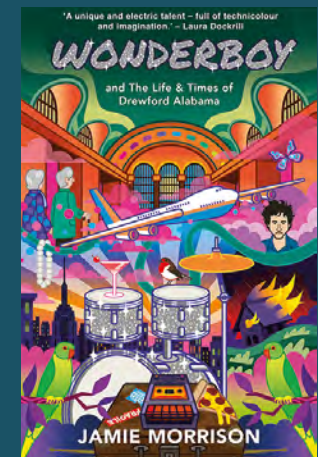
early career
opportunities

£1.5million

from Creative Wales

41

book and magazine
publishers supported



Developing skills and creating opportunities

The publishing industry can only become fully representative of a vibrant and multifaceted Wales if the industry itself is accessible and offers opportunities to all. If readers in Wales are to be presented with a truly comprehensive offer, books, magazines and digital content need to be written and commissioned by a workforce that can offer the widest range of perspectives, experiences and ideas.

New Audiences funding has provided around 75 individuals with early career opportunities, including 4 first-time authors, and 24 first-time contributions to anthologies, magazines or online platforms. New jobs in creative and business roles, such as marketing, commissioning and design, have provided routes into the publishing sector, nurturing new talent across the industry.

FIREFLY IGNITE

Lucy Mohan joined Firefly Press in 2022 as a part-time Editorial Assistant under the first New Audiences grant. Her role was to focus on diverse audiences and organise Ignite sessions to de-mystify the publishing industry and support writers from under-represented backgrounds. Her success in the role led to a permanent position at Firefly Press and her work in this field continues.

NATION.CYMRU TALENT DEVELOPMENT PROGRAMME

Ant Evans joined digital news site Nation.Cymru in 2022 with New Audiences funding, to review Welsh titles and expand Welsh-language content. In 2024 he was appointed their first Welsh-language Books Editor, working to bring Welsh-language writers to a new audience.

ROMANI CULTURAL & ARTS COMPANY GYPSY WRITERS PROJECT

A literary initiative to develop new writing by unpublished Gypsy, Roma and Traveller writers living in Wales:

“The funding provided financial stability and recognition for emerging Gypsy, Roma, and Traveller writers. It brought to life the unseen talent of new and emerging writers, disseminating their stories to a wider audience and showcasing the rich talent within these communities.”

Jobs and opportunities created

Editing

Marketing

Full-time

Research

Part-time

Mentoring

Consultancy

Illustration

Commissioning

Design

Event
administration

Freelance

Videography

Internship

Website
development

Project
management

New content, new readers, new platforms

For reading to be relevant to a new, broader audience, then the material offered to readers needs to be wider in its appeal and accessible via more platforms.

New Audiences funding has provided over 540 new and varied works of fiction and non-fiction over the past three years in digital and analogue media; visual as well as written word. This has had an immediate impact on the range of content available in the short term, and with sustained support, new audiences could become loyal audiences and achieve long-term change.

Many of the New Audiences projects aim to shed light on the publishing world in Wales and increase accessibility to careers within the industry. So far, over 75 aspiring writers and poets have received early career opportunities. This has included publishing debut books, contributing to non-

fiction collections, being commissioned to write articles, and developing comic strips. This support has highlighted talent from and within Wales and attracted further investment; enriching the literary landscape and providing readers with new authors, poets and writing.

GWASG Y BWTHYN Y DELYN AUR

Gwasg y Bwthyn received a grant in 2022 to support Malachy Owain Edwards to write his first book. *Y Delyn Aur* is a Welsh-language piece of creative non-fiction exploring multi-cultural identity in post-Brexit and pandemic UK. It was shortlisted for Wales Book of the Year in 2023. Malachy's next book, *Paradwys Goll*, is also supported by New Audiences funding and is due for publication in 2025.

NEW VOICES CREATIVE WRITING PROJECT

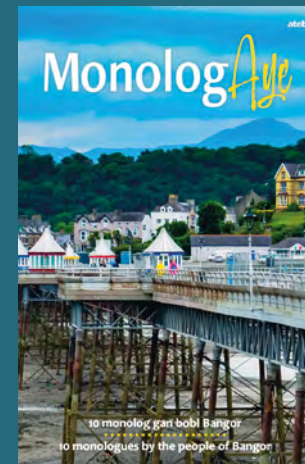
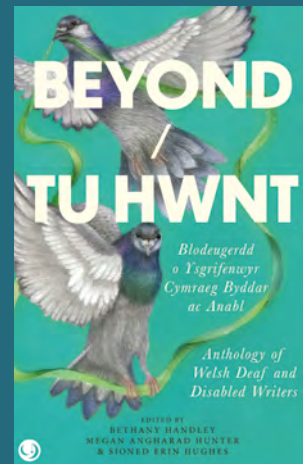
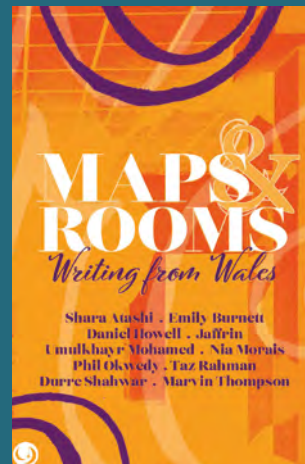
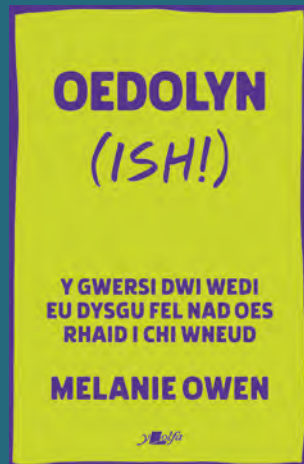
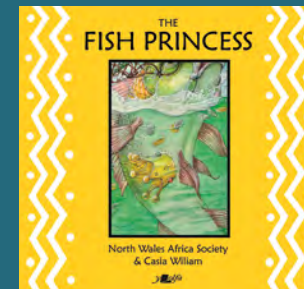
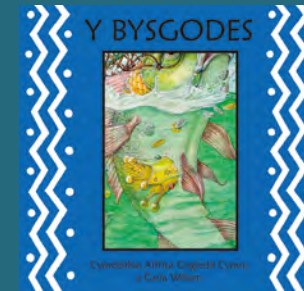
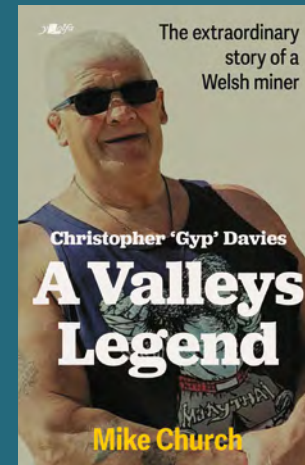
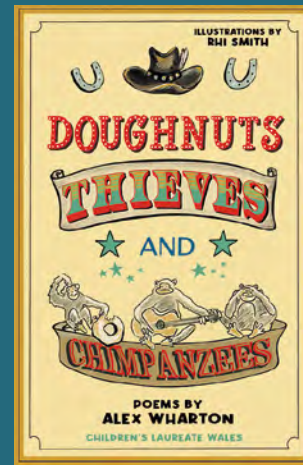
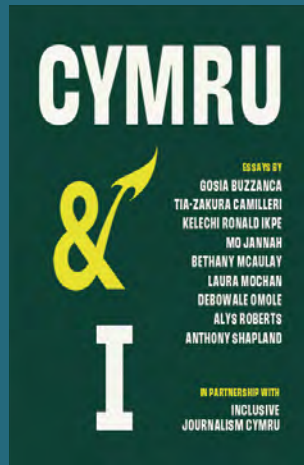
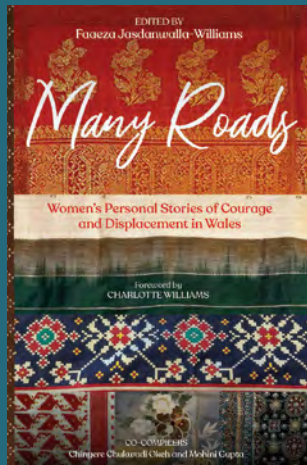
In 2022 Dr Hanin Abou Salem, in collaboration with Cardiff University, created a 5-month programme of online writing workshops and support for asylum seekers and refugees in Wales who aspired to become published writers. *Unheard Voices*, a book of participants' poetry, was published in 2023.

MATERIAL QUEER

An independent LGBTQ+ online publication which celebrates queer culture in all its forms:

“Funding... enabled the launch of the UK's first LGBTQ+ culture magazine and the creation of a Community Interest Company, Memories from the Dance Floor CIC, to amplify LGBTQ+ voices through various media, including written and digital journalism, audio and film.”

Books supported



Magazines supported

Klust.

MODRON
MODRON MAGAZINE
WELFING ON NATURE & THE ECOLOGICAL CRISIS

THESE PAGES SING



CWLWM

POETRY WALES

golwg+

Y cylchgrawn digidol Cymraeg



lingo+

Y cylchgrawn digidol i bobl sy'n dysgu Cymraeg

buzz



**MATERIAL
QUEER** CELEBRATING
OUR CULTURE

New businesses and publications

Investment in our publishing infrastructure is essential to secure a publishing sector that reflects and benefits all of Wales.

New Audiences grants have funded over 113 publications and established new publishing houses, magazines and organisations. Funding has supported Lucent Dreaming, Wales' first funded book and magazine publisher led by and employing two full-time editors of colour. It has also enabled the establishment of new online platforms for digital content, such as *Material Queer* and *Modron*.

Since 2022, the fund has created 117 new jobs in the Welsh publishing sector, including full-time, part-time, freelance, internship, and self-employment roles in a range of creative fields. These valuable professional development opportunities are very often fixed-term due to the nature of the funding, and while they have

proven their potential to increase opportunities and provide a pipeline for new talent within the industry, long-term funding is essential to build on these early steps forward.

WOMEN PUBLISHING WALES / MENYWOD CYHOEDDI CYMRU

A dynamic network that aims to connect and empower women in publishing within Wales, through professional development, community engagement, and collaborative events. By creating an inclusive space where women can thrive and advance in their professional journeys, WPW/MCC will help to amplify the talents of women in publishing and unlock their full potential.

LUCENT DREAMING

Supported by the grant since 2022, Lucent Dreaming has grown from a creative writing magazine to a publisher of poetry collections, novels, and anthologies from new and emerging

writers. Recent funding has enabled podcast and video production for author interviews and book launches.

MODRON

The first Welsh literary magazine on the climate crisis:

“Thanks to 2023-2024 New Audiences funding, Modron is a thriving online magazine, focusing on the most important issue of our time: the ecological emergency, and the associated ideas of eco-justice and anti-racism. We are excited to continue developing the magazine this year (2024), working on consolidating our digital content and outreach.”

New initiatives supported

DR GEMMA JUNE HOWELL,
DIRECTOR, WOMEN PUBLISHING WALES

“Women play a significant role in the publishing landscape, where the demand for a specific network is long overdue. Let’s shine a light on the diverse voices of Wales, make meaningful connections and champion each other – for the present and future generations of women in Welsh publishing.”



LUCENT DREAMING



MODRON



MATERIAL QUEER



MENYWOD CYHOEDDI
CYMRU



SEBRA



CWLWM



THESE PAGES SING



FIREFLY IGNITE

What else?

Many of the projects funded by New Audiences grants have used writing and publishing as a basis for activities aimed at increasing inclusivity, creativity, and accessibility in local communities.

They have included school visits, creative workshops and book clubs which have brought people and communities together and supported people to tell their own stories. In many cases, projects have enabled first steps into the industry for those who might not have had the opportunity or self-belief to explore writing or publishing as a career opportunity.

MYMUNA SOLEMAN held creative writing workshops in seven south Wales schools, encouraging young people to explore themes of identity and belonging and specifically what 'Home' meant to them. Pupils were able to express themselves in any art form they felt comfortable in, including writing, creating raps and poems, images and pictures.

ADERYN PRESS used the grant to run workshops for working-class writers and women who have suffered trauma, in collaboration with Thrive Women's Aid and DOVE Workshop. The workshops covered different aspects of publishing and creative writing; building networks, growing confidence and providing opportunities (often first opportunities) for the participants.

LEZ READ, a Cardiff-based book club for lesbian and lesbian-adjacent people, met monthly at The Queer Emporium; presenting a potted (irreverent) history of a selected author and reading some of their work. They had a no-pre-reading-necessary policy and welcomed readers of all levels and experiences.



What next for New Audiences?

Welsh Government's New Audiences funding has supported so many talented individuals to realise the potential they possessed and has provided Wales with a preview of what a truly representative publishing industry would look like.

It has been both exciting and inspiring to work with Creative Wales to introduce so many individuals and communities to the industry and the opportunities it could provide, and in so doing, to create new content for readers that reflect their lives in Wales today. For these initial steps to become truly transformational, these individuals and, in turn, the ones they inspire need sustained support.

You can find out more about the New Audiences projects on our website: books.wales

In 2025 we are celebrating three years of the New Audiences Grant by inviting past and present recipients to an event to discuss their projects, achievements, and challenges in reaching new audiences in Wales. They will reflect on the impact of the investment and exchange ideas for the future.

We would like to thank Creative Wales and Welsh Government for their support for this transformative fund, which has the potential to continue to create lasting change in our publishing sector for the benefit of all of Wales.

MAE'R DDOGFFEN HON HEFYD AR GAEL YN GYMRAEG /
A WELSH-LANGUAGE VERSION OF THIS DOCUMENT IS ALSO AVAILABLE