

Cyngor Llyfrau Cymru
Welsh Books Council

The Welsh Books Council is the major national body enabled by government funding to underpin the entire publishing industry in Wales, in both languages.

The **Welsh Books Council** was founded in 1961 and is a registered charity funded by Welsh Government. Our established aim and purpose is to serve the publishing sector in Wales in all its different aspects, thereby nurturing Welsh writing talent to allow it to maximise its potential in all its different forms.

Grants and Services

We distribute grants to publishers, run training courses and offer a range of services such as editing, design, distribution, sales, marketing, and bibliographic data management services. We work in close partnership with schools, libraries, booksellers and other third sector organisations with the aim of stimulating interest in books, reading and literature in general. We deliver successful schemes such as the Tir na n-Og Children's Book Awards, World Book Day, Quick Reads, author tours, book quizzes and competitions, often in partnership with the Book Trust, The Reading Agency, CILIP and SCL, and pride ourselves in being an open and collaborative partner.

Personnel

We employ 45 people in our administrative offices and distribution centre, all of whom are fully bilingual. We are proud to count teachers, publishing specialists, academics, published authors, editors, designers, library professionals, booksellers as well as highly skilled administrators, finance and distribution specialists amongst our staff. We frequently benefit from the wide experience and skills of our trustees as well as those of members of our independent panels, Executive Committee and Council; they also ensure robust and effective governance.

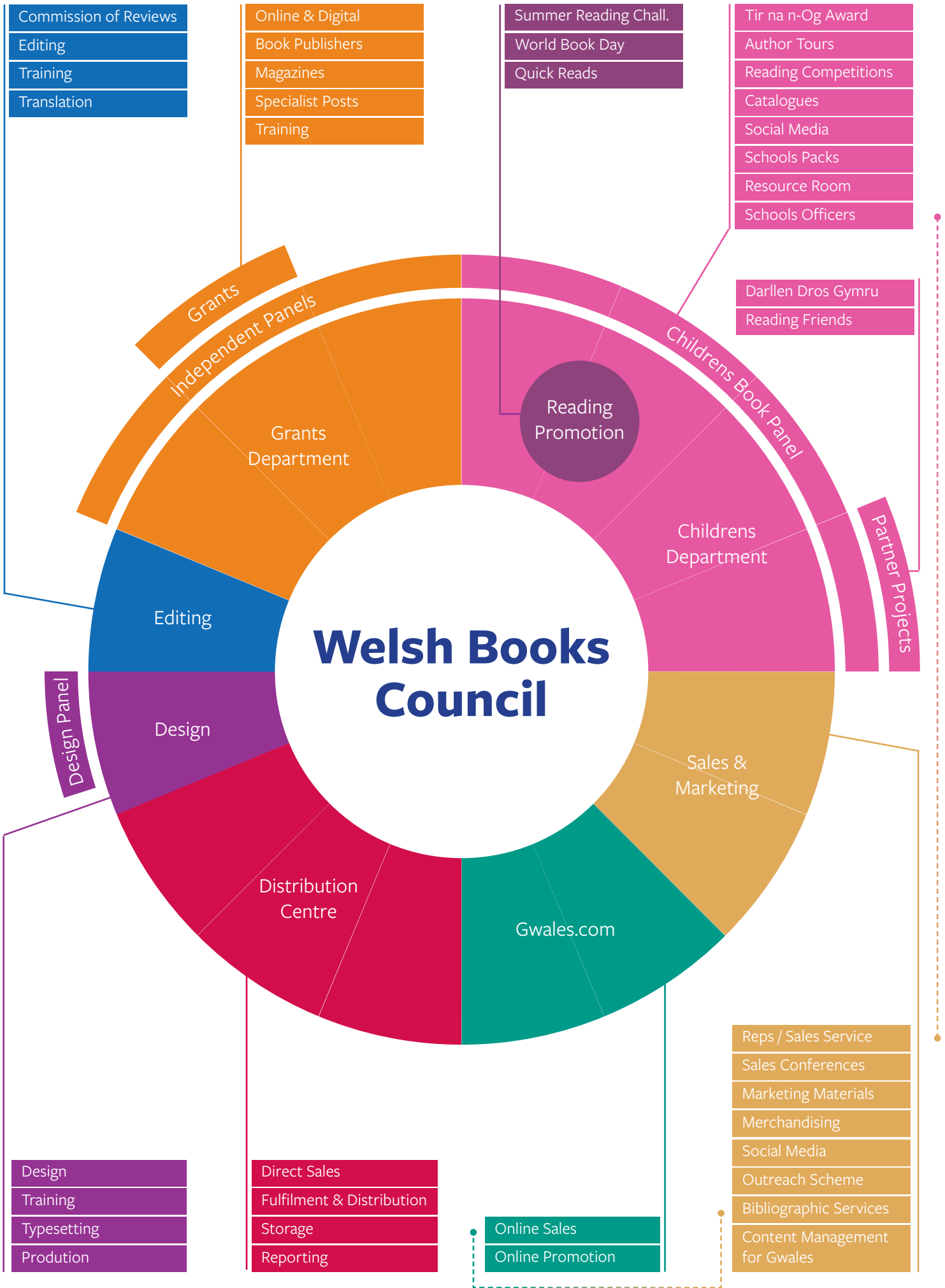
As a national organisation, truly meaningful engagement with our stakeholders lies at the core of our work, and it is this principle which has resulted in a proven track record for over 50 years and which was affirmed most recently

in 2015 by the 'Review of Support for Books from Wales', a report by Martin Rolph for the Culture and Sport Department, 2015.

Response to Professor Medwin Hughes's report
Our work is inextricably linked to all aspects of literary endeavour in Wales, and unsurprisingly our Executive Committee and ruling Council warmly endorsed the recommendations of Professor Hughes's review. It is the unanimous view of our Council and Executive Committee that the recommendations

- recognize that the services to be transferred dovetail perfectly with our current programme of provision
- significantly strengthen current provision but also allow several of its present schemes to be adapted to meet constantly developing needs
- will enable us to significantly reinforce the publishing sector we exist to serve
- are supported by many representatives of the sector who have already voiced their very strong support for the recommendations
- indicate that sufficient additional funding will be made available to us to ensure effective implementation of the recommendations
- if fully implemented, would better enable us both to deliver our own strategic plan (Looking Forward) and to fulfil the strategic priorities of Welsh Government (as outlined in Taking Wales Forward 2016–2021; Well-being of Future Generations (Wales) Act 2015).

We believe that we are uniquely placed not only to develop a clear and focused strategy for the promotion of publishing and literature in Wales but also, crucially, to implement it successfully. Our role as enabler and dispenser will be applied to all new functions, ensuring maximum impact not only culturally and socially, but also commercially. And our positive response to the recommendations has been echoed throughout the publishing sector in Wales.



Grants Distributed

£2,299,000

Welsh

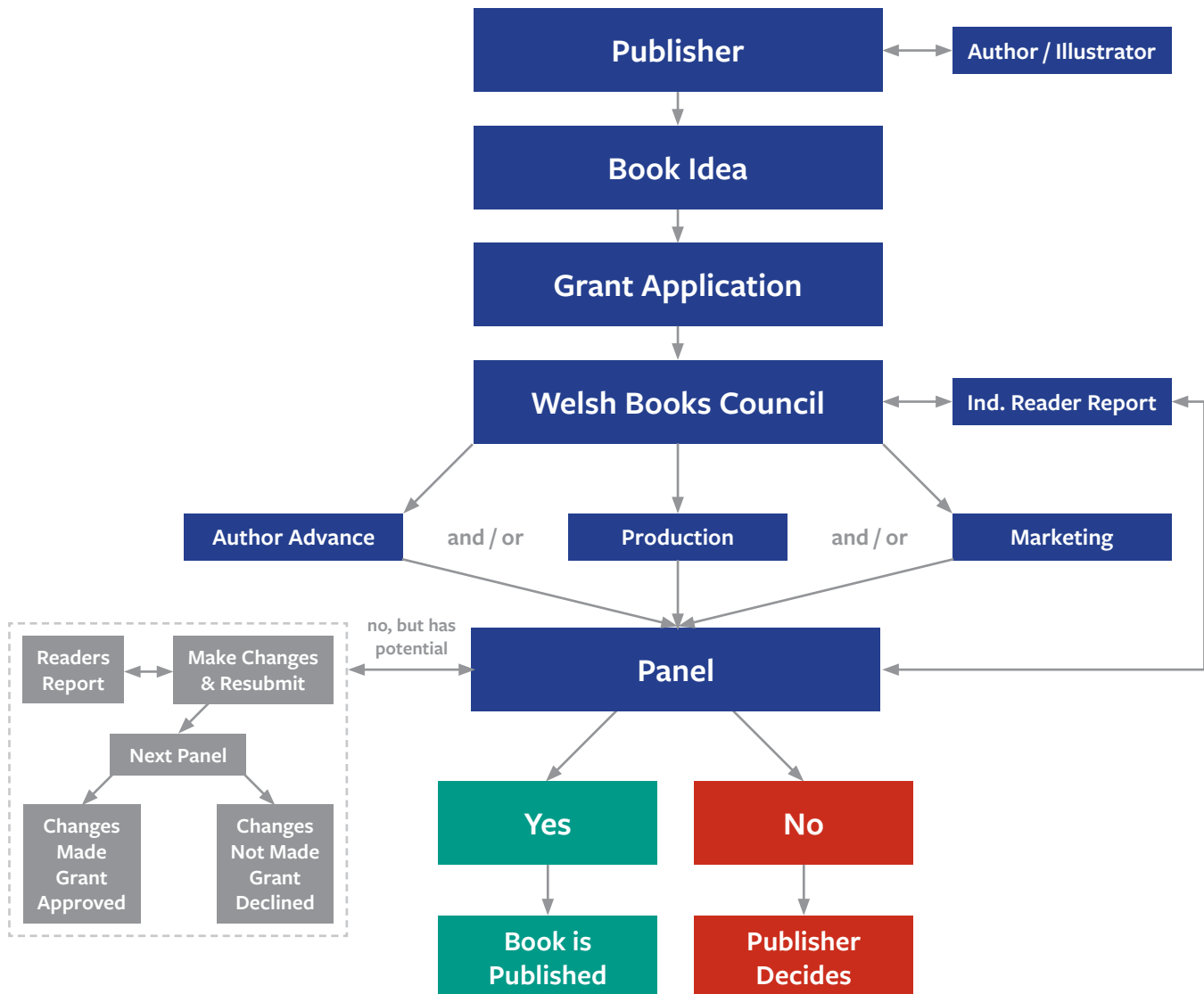
English

£1,632,550 (71%)

£666,450 (29%)

	Welsh	English
Publishers Supported	17	14
Posts (Editorial and Marketing)	20	10
Children's Books	123	10
Books for Adults	109	66
Magazines (Printed and Digital)	15	5
Marketing Events	66	22
Digital Journalism	Golwg 360	-

Individual Grants



Design Department

Publishers Supported
11
Number of titles supported
105
Internal Publications & Marketing Items
50+

Editorial Department

Publishers Supported
13
Number of titles supported
147
Reviews
183

Children's Department

World Book Day

Biggest Bookshow author event – 800 pupils
Bilingual materials to schools, libraries and colleges

Summer Reading Challenge

Participation – 39,222 / Completed challenge – 22,953
New members – 1,977 / New Reading Hack volunteers – 135

Author Tour

Participation – 1,464 pupils / Sales £3,256

Reading Competitions

Participation – Primary school pupils - 2,570

Childrens' Books catalogues

Welsh titles – 3,316 / English titles – 1,123

Schools officers

3 schools officers / 790 consultations / Orders - £380,000

Schools pack

Produced biannually / Primary – 1,358 / Secondary – 222

Resource Room

4,885 titles in Welsh and English

Gwales.com (Information Services)

30,000 titles on gwales.com 22,000 titles available to order
25,000+ users from 170 countries
172,269 order lines through gwales.com during 2016/17
39 Independent Bookshops benefited from the Bookshop Support Scheme on gwales.com 2016/17
Increase of 18.4% of social media followers since January 2017
1,631 e-books available, 353 in Welsh

Sales & Marketing

Grants of £25,976 were distributed to 16 bookshops
Offers exclusive sales and distribution service
3 sales representatives approx 2,300 visits to customers in 2016/ 2017
Approx. 335 events organised – total sales value of £140,383
18 titles featured in the television adverts on S4C broadcast in November and December 2016 – seen by over 2 million viewers
2,140 shops, schools, libraries received marketing materials such as Llyfrau'r Haf, Summer Reads, Gwledd Nadolig, Festive Reads, Chwedlau Myths and Legends, Hedd Wyn, bespoke Christmas catalogue for Waterstones

Distribution

Total 2016/17 £2,613,611
18,000 parcels per year
Pick Pack Distribute over 650,000 books per year
created 35,000 invoices
98.65% of all orders received dispatched same day
289 staff years industry experience
Over £2m net stock holding
New weekly stock reporting to main publishers
Same day order processing for orders placed by midday and next day fulfilment on trade orders

