

# **Y Pwyllgor Diwylliant, y Gymraeg a Chwaraeon CWLS(2)-01-04(p.1)**

**Dyddiad: 21 Ionawr 2004**

**Amser: 9.00am – 12.00pm**

**Lleoliad: Ystafell Bwyllgora 1, Cynulliad Cenedlaethol Cymru**

## **ADOLYGIAD POLISI: YSGRIFENNU CYFRWNG SAESNEG YNG NGHVMRU – MATERION YN DEILLIO O'R ADOLYGIAD**

1. Mae'r papur atodol yn crynhoi'r materion allweddol sydd wedi codi o'r adolygiad. Mae cyfres o gwestiynau (mewn llythrennau italig bras) wedi'u holi o dan bob mater. Bydd ymateb y Pwyllgor yn help i lywio'r ffordd y caiff yr adroddiad ei baratoi.
2. Bydd angen i'r Pwyllgor hefyd ystyried argymhellion y Strategaeth Farchnata ar y Cyd sydd wedi bod yn un o elfennau allweddol yr adolygiad. Mae hon wedi'i hamgáu yn Atodiad 1.
3. Gwahoddir y Pwyllgor i:
  - I. Ystyried y materion
  - II. Ystyried argymhellion y Strategaeth Farchnata ar y Cyd
  - III. Trafod y cwestiynau

**Gwasanaethau'r Pwyllgorau ac Ymchwil yr Aelodau Ionawr 2004**

## **ADOLYGIAD POLISI: YSGRIFENNU CYFRWNG SAESNEG YNG NGHVMRU – MATERION YN DEILLIO O'R ADOLYGIAD**

Cododd nifer o faterion yn sgil yr ymgynghoriadau ysgrifenedig a llafar. Mae angen i'r Pwyllgor eu datrys er mwyn dod i gasgliadau am ganlyniad yr adolygiad. Mae'r rhain wedi'u nodi o dan gwestiynau'r adolygiad (efallai y bydd yr Aelodau yn ei chael yn ddefnyddiol cyfeirio'n ôl at y crynodeb o ymatebion i'r ymgynghoriad ym mhapur CWLS (2)-03-03 P.1) ynghyd â meysydd eraill y bydd angen mynd i'r afael â hwy yn yr adroddiad.

**Teitl**

## Rhai awgrymiadau:

- "Welsh Writing in English: A Review"
- "A Welsh Read in English"

## Rhagair

Gan y Cadeirydd

## Yr Adolygiad

Cofnod ffeithiol o'r adolygiad

## Diffiniad

Ceisiodd nifer o gyfranwyr ddiffinio yr hyn a olygir gan ysgrifennu cyfrwng Saesneg yng Nghymru. Dyma rai awgrymiadau:

- llenyddiaeth cyfrwng Saesneg sy'n nodweddiadol o Gymru yn y ffordd y mae llenyddiaeth cyfrwng Saesneg yn bodoli sy'n nodweddiadol o Awstralia, America neu'r Alban
- awduron cyfrwng Saesneg teilwng yng Nghymru, beth bynnag eu cefndir ethnig neu destun eu gwaith
- dylid ailenwi ysgrifennu cyfrwng Saesneg o'r math hwn a/neu llenyddiaeth Eingl-Gymreig yn Ysgrifennu Cymreig a dylid parhau i alw ysgrifennu cyfrwng Cymraeg yn Llên Gymraeg
- ysgrifennu Cymreig cyfrwng Saesneg
- ysgrifennu sy'n cynnwys un, rhai neu bob un o'r rhain:
- deunydd sy'n ymwneud â phynciau am Gymru a bywyd Cymru yn benodol
- deunydd â blas Cymreig pendant, boed yn y testun neu ei fod yn rhoi blas o'r "lle" a/neu'r diwylliant
- deunydd wedi'i ysgrifennu gan awduron sy'n byw yng Nghymru, waeth beth fo'r testun na'r cyhoeddwr
- deunydd wedi'i gyfieithu o'r Gymraeg boed yn ymwneud â Chymru neu beidio
- Ydy'r Pwyllgor yn dymuno cytuno ar ddiffiniad ei hun?

## Cyfraniad Llyfrau ac Ysgrifennu Cyfrwng Saesneg yng Nghymru i Ddiwylliant Cymru

Cytunwyd yn fras pa mor bwysig y mae ysgrifennu cyfrwng Saesneg i ddiwylliant Cymru. Ond roedd yna awgrym y dylid rhoi blaenoriaeth i gyfieithu llenyddiaeth cyfrwng Cymraeg i'r Saesneg.

- Ydy'r Pwyllgor yn cytuno?
- Ydy hyn yn realistig? h.y. pwy ond yr awdur fyddai'n deall gwir ystyr y llyfr er mwyn ei

gyfieithu'n llwyddiannus i'r Saesneg?

## Y Gynhaliaeth sydd ar gael i Awduron yng Nghymru

Rhodddwyd croeso brwd ac eang i'r cynnydd yn y grant cyhoeddi i Gyngor Llyfrau Cymru ar gyfer gweithiau yn Gymraeg. (Byddai'r adnoddau ychwanegol yn cael eu defnyddio i:

- Comisiynu awduron i gynhyrchu llyfrau poblogaidd. Symiau hyd at £10,000 ar gael i bob awdur a chyllideb ychwanegol o £150,000
- Darparu cefnogaeth i gyhoeddwyr benodi golygyddion creadigol yn y prif dai cyhoeddi i gydweithio'n agos ag awduron (mae 6 swydd yn cael eu cynnal ar hyn o bryd gan yr arian ychwanegol)
- Comisiynu ymchwil farchnad
- Darparu cymorth i siopau llyfrau annibynnol bach i gynnal gweithgarwch hyrwyddo a datblygiadau cyfrifiadurol. Mae'r gefnogaeth hon ar gyfer pob llyfrwerthwr yn y categori hwn sy'n stocio llyfrau o ddiddordeb Cymreig, beth bynnag fo'r iaith)

Ond cafwyd galwadau eang tebyg i'r grant gael ei ddyblygu ar gyfer awduron sy'n gweithio drwy gyfrwng y Saesneg.

- Ydy'r Pwyllgor yn cytuno bod angen cymorth pellach ar gyhoeddwyr Saesneg, sydd eisoes yn cael cymhorthdal?
- Ydy'r Pwyllgor yn dymuno argymhell bod Cyngor Llyfrau Cymru yn derbyn adnoddau ychwanegol tebyg am ysgrifennu cyfrwng Saesneg?
- Os felly, a ddylai cynnydd o'r fath fod ar yr un lefel â'r hyn sy'n cael ei roi ar gyfer llyfrau Cymraeg?

Hefyd y farn oedd y gellid gwneud mwy i hyrwyddo gwobrau llenyddol. Dim ond gwobr o £5,000 (o 2004 ymlaen) y mae "Llyfr y Flwyddyn", sy'n cael ei drefnu gan yr Academi, yn ei gynnig ac awgrymwyd y dylid codi'r swm a/neu sefydlu gwobr newydd.

- Ydy'r Pwyllgor yn cytuno y byddai gwobr newydd neu wobwr well ar gyfer "Llyfr y Flwyddyn" yn help i gynnal awduron?
- Ydy'r Pwyllgor hefyd yn cytuno â'r awgrym yn y Strategaeth Farchnata ar y Cyd y dylai Cyngor Llyfrau Cymru arwain y ffordd o ran y gyfres gyfatebol o wobrau i gydnabod yr hyn a gyflawnwyd ac annog rhagoriaeth yn y diwydiant cyhoeddi – ee gwobrau am y llyfrau sy'n gwerthu orau, clawr gorau, golygydd gorau, cyhoeddwr gorau'r flwyddyn?

O ran ysgrifennu dramâu y farn oedd mai ychydig o gyfleoedd oedd mewn theatrau i gynhyrchu gweithiau newydd. Mae Cyngor Celfyddydau Cymru yn cynnig cynllun gweithredu ar gyfer theatr sy'n cynhyrchu deunydd Saesneg, a fyddai'n darparu cyfleoedd o'r fath.

- Mewn egwyddor, ydy'r Pwyllgor yn dymuno cefnogi'r cynigion ar gyfer cynllun gweithredu, a allai arwain at gynigion mwy pendant ar gyfer theatr sy'n cynhyrchu deunydd Saesneg?

## **Y Gynhaliaeth ar gyfer Sicrhau a Marchnata Ysgrifennu Newydd gan gynnwys Cymorth o'r Sector Preifat**

Cafodd y "Strategaeth Farchnata ar y Cyd" a gydlynwyd gan Gyngor Llyfrau Cymru gefnogaeth eang o gofio'r farn gyffredinol mai marchnata yw methiant mawr y byd cyhoeddi yng Nghymru ar hyn o bryd. Mae'r Strategaeth, nad yw wedi'i chostio eto, yn awgrymu ffyrdd o dynnu mwy o sylw yn y cyfryngau at lyfrau o Gymru; codi ymwybyddiaeth o awduron Cymru ymhlith y cyhoedd; gwella cyfathrebu rhwng elfennau amrywiol y diwydiant cyhoeddi yng Nghymru; yr angen am hyfforddiant ym mhob rhan o'r diwydiant; a dysgu mwy am y farchnad yng Nghymru er mwyn sicrhau llawn botensial y farchnad.

Ymgwymerodd Cyngor Llyfrau Cymru â'r dasg ar gais Llywodraeth Cynulliad Cymru.

- Ydy'r Pwyllgor yn cytuno y dylai'n awr gostio'r strategaeth a'i datblygu ar y cyd â chynrychiolwyr y diwydiant a phartneriaid perthnasol?

Beirniadwyd siopau llyfrau am fethu ag arddangos gweithiau awduron o Gymru sy'n ysgrifennu yn Saesneg i raddau digonol (os o gwbl). Argymhellwyd bod y Pwyllgor yn cynnal ymchwiliad i bolisiau ac arferion prif siopau llyfrau Cymru.

- Mae adolygiad wedi dechrau; ydy'r Pwyllgor yn cefnogi hyn?

## **Llyfrgelloedd**

Cydnabuwyd yn gyffredinol fod gan lyfrgelloedd rôl allweddol i sicrhau bod gweithiau awduron o Gymru ar gael ac i godi ymwybyddiaeth ohonynt. Ond nid oedd y rôl honno'n cael ei chydabod ddigon er bod argymhellion yn y "Strategaeth Farchnata ar y Cyd" ar gyfer ehangu eu rôl drwy helpu cyhoeddwyd i hyrwyddo llyfrau a darparu lleoliadau i lyfrwerthwyr werthu a lansio llyfrau. Ond yn ystod yr adolygiad, awgrymwyd nad yw Awdurdodau Lleol unigol, i bob golwg, yn delio'n uniongyrchol â Chyngor Llyfrau Cymru, er bod nifer wedi dweud eu bod yn edrych ymlaen at fabwysiadu rôl ganolog drwy godi ymwybyddiaeth y cyhoedd o lenyddiaeth ac awduron a datblygu darllenwyr ifanc.

- Ydy'r Pwyllgor yn cytuno â'r argymhelliad y dylai llyfrgelloedd gasglu data ar lefelau darllen gweithiau Saesneg?
- Ydy'r Pwyllgor yn cytuno y dylid annog llyfrgelloedd i farchnata gweithiau newydd gan awduron sy'n gweithio drwy gyfrwng y Saesneg?

Cyhoeddi a seilwaith

O ran cyhoeddi, gwnaed cymariaethau eto â'r manteision a ddaeth yn sgil grant comisiynu gweithiau cyfrwng Cymraeg a drafodwyd o dan "Y Gynhaliaeth i Awduron". Mynegwyd pryder hefyd fod llawer o weithiau awduron o Gymru, yn enwedig y mwyaf llwyddiannus, yn cael eu cyhoeddi mewn manau eraill yn y DU, ac yn fwyaf arbennig yn Llundain. Tynnwyd sylw at natur fregus y sector cyhoeddi yng Nghymru dro ar ôl tro mewn cyflwyniadau ysgrifenedig a llafar.

- Ac eithrio grant comisiynu gweithiau cyfrwng Saesneg, ydy'r Pwyllgor yn dymuno argymhell rhyddhau adnoddau ychwanegol i gryfhau seilwaith y diwydiant cyhoeddi yng Nghymru?

## **Dulliau o Godi Ymwybyddiaeth y Cyhoedd o Lenyddiaeth ac Awduron Cymreig Cyfrwng Saesneg**

Roedd y rhan fwyaf o'r materion a godwyd yma eisoes wedi'u nodi mewn adrannau eraill e.e. rôl llyfrwerthwyr a llyfrgelloedd. Ond beirniadwyd y diffyg adolygiadau llenyddol mewn papurau dalen lydan, ac er bod cylchgronau llenyddol yn chwarae eu rhan roedd angen cynhaliaeth bellach arnynt er mwyn gwireddu eu potensial masnachol.

- Ydy'r Pwyllgor yn dymuno argymhell bod lefel y gynhaliaeth sydd ar gael i gylchgronau llenyddol yn cael ei hadolygu?

## **Cysylltiadau â Sectorau eraill e.e. Addysg, Twristiaeth**

Beirniadwyd yn llym y diffyg gweithiau cyfrwng Saesneg gan awduron Cymru sy'n cael eu cynnwys ar bob lefel o'r system addysg. Er bod y Cwricwlwm Cymraeg yn mynd i'r afael â hyn i ryw raddau, mae'n bosibl o hyd na fydd plant byth yn darllen nac yn cael eu dysgu am weithiau cyfrwng Saesneg gan awduron Cymru. Mynegwyd pryder nad yw cylch gwaith ACCAC yn ymestyn i gomisiynu ysgrifennu cyfrwng Saesneg sy'n berthnasol i Gymru (er ei fod yn gwneud hynny i ysgrifennu cyfrwng Cymraeg).

Ar lefel Addysg Uwch awgrymwyd y dylid ffurfio Sefydliad Cenedlaethol ar gyfer Astudiaeth Flaengar o Ddiwylliant Llenyddol Cyfrwng Saesneg Cymru o sefydliadau ymchwil Addysg Uwch sy'n bodoli eisoes.

- Ydy'r Pwyllgor yn dymuno argymhell bod y Gweinidog Addysg yn mynd â'r ddau argymhelliad ymhellach?

## **Beth yw'r Ffordd Orau i Reoli Cymorth i Gynnal Ysgrifennu Clasurol Cyfrwng Saesneg**

Gwnaed nifer o awgrymiadau yma, fel cadw'r clasuron yn fyw drwy lyfrgelloedd ac ysgolion. Ond nodwyd bod y ffaith ei bod mor anodd cael gafael arnynt yn rhwystr fawr i'w cynnwys mewn ysgolion. Er bod gwefan 'Llyfrau o'r Gorffennol' Culturenet Cymru wedi'i chymeradwyo fel cyfleuster ymchwil, tynnodd yr adolygiad sylw at yr angen am lyfrau print. Roedd cyfres brint fel "Library of America" yn un awgrym.

- Gofynnwyd i Gyngor Llyfrau Cymru gostio'r gwaith o ddatblygu "Library of Wales" – gweler y nodyn ar wahân; ydy'r Pwyllgor yn dymuno argymhell ystyried hyn o ddifrif?
- Ydy'r Pwyllgor yn cytuno na ddylid gwneud hyn ar draul cymorth ar gyfer gweithiau newydd?

## Atodiad 1 (Saesneg yn unig)

### Joint Marketing Strategy

## 4. FINDINGS AND RECOMMENDATIONS

### 4.1 FINDING

Books from Wales receive comparatively little attention in the media in Wales compared to books published in the rest of the British Isles.

### OBJECTIVE

The value of reading, literacy, and Welsh citizenship will be enhanced when books from Wales command greater attention and gain a higher status in the media of Wales. This will encourage bookshops to stock the books and improve sales.

### TACTICS

Employ a publicist or agent (ideally one for each language) who will:

- 1 Operate as a lobbyist promoting new books to radio and TV producers, and the press, and identifying new media opportunities.
- 2 Provide a central point of contact for those in the media requiring an author.
- 3 Monitor the use of books from Wales in the media of Wales and provide feedback to publishers.
- 4 Assist publishers who wish to approach the media direct.
- 5 Create a 'knowledge warehouse' (see 4.3.6) available to all publishers of Wales via the Welsh Books Council (WBC) website (with password security) including downloadable contacts lists; best practice on how to prepare a press release; how to approach a radio/TV

producer/journalist; how to adapt your selling points to meet the needs of the media; how to 'sell' authors; how authors can help sell themselves.

6 Provide training: the emphasis must be one of sustainability and empowering publishers to take on this work themselves or to so improve the visibility of their books in the media that they cannot afford not to fund the scheme after the trial period.

7 Raise the profile and status of books from Wales, and the publishing industry in Wales, by promoting a series of award ceremonies. We shall work with the Academy on the 'Oscar-ization' of the current Book of the Year Award. We wish the Welsh Books Council to consider funding a ceremony to recognise the achievements of the publishing industry where a wide variety of categories would be included such as 'bestsellers' (of various kinds), 'best cover', 'best editor' (nominated by authors), publisher of the year, independent bookshop of the year (nominated by customers). The new, prestigious Basic Skills Book Awards, organised jointly by the Basic Skills Agency and the Welsh Books Council, will be an example of such an event. Ceremonies of this kind will also provide 'copy' for the magazine (see 4.2.1) that will support the publicists' work. The ceremonies would ideally be broadcast on television. In order to provide useful feedback to publishers, the deliberations of the 'best cover' judges shall be made available to publishers.

8 Assist publishers with book launches which are a good source of material for the media and raise the profile of authors and books in general. A successful launch will draw in all sectors of the industry, from author to publisher to bookseller to customer (including libraries of course). A specific target will be set regarding the proportion of books to be launched each year.

## **4.2 FINDING**

There is a need for more generic promotion and public relations activities.

## **OBJECTIVE**

Increase awareness amongst the general public of Welsh authors and books published in Wales.

## **TACTICS**

1 Publish a free book news magazine. In addition to the WBC's co-operative advertising catalogues Gwledd y Nadolig, Llyfrau'r Haf and Books from Wales, which are well received, we shall promote books from Wales with an entertaining, informative, timely and colourful magazine designed with an easy-to-read format. Articles will be aimed at the general reader with an emphasis on popularising books and access to all. The distribution of the magazine will be the key to reaching new readers, i.e., those who have not

previously considered buying or reading books from Wales. The aim shall be to make all sectors of the industry, including libraries, feel that they 'own' the magazine and help to distribute it even if their particular area of interest is not served by a particular issue.

2 The profile of books will be further raised by generic advertising on television, cinema, radio, posters i.e. intentionally using 'broadcast' methods rather than aiming at highly targeted niche markets. This promotion will necessarily entail careful measurement of improvements in 'brand' awareness (reading in general and in particular books from Wales) to prove its effectiveness and justify further investment.

'Brands' are normally associated with a single company. They enable a consumer to make a choice based on past performance of products bought or the reputation of the company. 'A brand is a complex thing. Not only is it the actual product, but it is also the unique property of a specific owner and has been developed over time so as to embrace a set of values and attributes, both tangible and intangible, which meaningfully and appropriately differentiate products which are otherwise very similar,' says John Murphy, founder of Interbrand. Can 'books from Wales' have a 'brand' over and above that of the individual publishers? Since many of the books are sold via the Welsh Books Council there may be a collective image of the 'values and attributes' of the titles in the booksellers' minds, and since many are displayed on the same shelf, regardless of subject, there may also be a collective image of 'local (sic) books' or 'books from Wales' in the mind of the consumer.

3 World Book Day has been an enormous success as a result of cooperation between sectors. Wales has benefited from British publicity for the Day. In addition to the current emphasis on reading and literacy, we recommend that a distinctive Welsh 'angle' of World Book Day should be created, based on the original Catalonian tradition, that the Day should be celebrated by the buying and giving of books.

4 'Brand' awareness will be further strengthened by creating 'point of sale' material. This image can be used beyond point of sale in corporate campaigns, be it in posters, or a free magazine. Small independent bookshops throughout Wales will be able to buy into this corporate image providing them with substantial savings.

5 Bookshops will be encouraged to create their own book fairs and attend events where there is an audience and an opportunity to sell. The current WBC Outreach Scheme, which has been a proven success (over £900,000 of sales at Outreach Scheme events since the scheme's inception) will be extended and innovative ideas from booksellers shall be particularly rewarded. The improved scheme will include bookseller training as a key part of its remit, and minimum standards shall be required when bookshops attend a sponsored event (signage, credit card facilities, bags, catalogues and so on). The scheme may also help by providing mobile display units.

6 The possibility of establishing a discount scheme to encourage bookshops to increase their stock holding will be explored.

## **4.3 FINDING**

The lack of structured communication between the various elements of the publishing industry in Wales is surprising and inefficient. The industry in Wales is characterised by small, fiercely independent publishers and booksellers, and also British bookselling chains who consider books from Wales as marginal to their core business.

## **OBJECTIVE**

By working with other companies, and (where appropriate) sharing knowledge, we will gain valuable strategic insights.

## **TACTICS**

1 Industry groups work well in almost all industries, but there is little history of successful co-operation in Wales. Recent developments such as Literary Publishers (Wales) Ltd and Cwlwm Cyhoeddwy'r Cymru are welcome but are intentionally limited in scope and need support. Industry sector groupings need to be encouraged and financially supported (as they have recently been supported in England by the Arts Council of England). In recent years, Welsh booksellers have not seen the need to group together. Whilst the failure of previous attempts to form bookseller groups in Wales is discouraging, the benefits of such groups in other countries should be investigated, and the lessons applied to Wales. We propose that a limited research study be undertaken and that the results should be effectively disseminated to booksellers in Wales.

2 The practical importance of information flow to all elements of the supply chain from authors to booksellers will be emphasised, and 'best practice' in specific areas will be detailed in training units on the WBC's website. For example: the basic elements of rich bibliographic data; the basic information which should be supplied by authors to enable a publisher to effectively promote their book.

3 Publishers (initially through their sector groups Cwlwm Cyhoeddwy'r Cymru and Literary Publishers (Wales) Ltd will agree minimum bibliographic (and sales) data to be supplied to the WBC within agreed time limits. It is recognised that timely, accurate, information is a key element in the successful marketing of a book. Therefore, the agreement shall include time limits within which WBC undertake to make the information available to booksellers and libraries in Wales, and to other bibliographic agencies beyond Wales. Training will be provided in order to ensure that booksellers make full use of the information supplied.

4 WBC will monitor the quality of data provided to it by publishers, for example whether the publisher keeps to the planned publication date. The industry should attempt to quantify lost sales that result from late publication and publicise the findings so that authors, publishers and printers understand the cost to all the parties if deadlines are not met.

5 WBC will establish an e-mail News Group on the Web to allow the industry to exchange news and ideas in a cost-effective manner. The list owner and moderator shall be the WBC.

6 A 'knowledge warehouse' (see Appendix 1) on the WBC website will include free resources for all sectors of the industry. For example, downloadable names and addresses (including e-mail addresses) of publishers, schools, libraries, booksellers, and other ad-hoc lists which might become available to the WBC or others within the industry willing to share lists (within the restrictions of the Data Protection Act and 'anti-spamming' regulations). WBC shall be responsible for uploading this material on its site, maintaining its own lists and identifying the age of other lists provided for the site. The collation and maintenance of the lists could be outsourced.

7 WBC Distribution Centre will release as much sales information as possible to publishers. Because of the central importance of the WBC Distribution Centre to the well-being of the trade in Wales, this must be done without endangering its own commercial viability. WBC will seek to enter partnerships with publishers (the current LPW contract being one possible model) empowering publishers with sales data. Publishers will in turn use the information to assist their promotional and publicity efforts.

8 WBC will commission an independent review of its selling methods including the role and effectiveness of its system of representation. The recent Peter Kilborn report on the Distribution Centre recommended that 'the area of sales representation should be kept under constant review'. As part of this review it will consider the likely benefit of extending its representatives' territories into other countries of the British Isles.

9 Libraries are a key element in the industry but there is insufficient information flow between authors, publishers, booksellers and libraries (and vice versa). Libraries retain a wealth of market information based on issues statistics and they can help publishers promote books and provide venues for booksellers to sell and launch books, in addition to providing contacts with reading groups. An industry communication manager will be appointed who will: establish and nurture channels of communication; provide ongoing examples of best practice; and add to the web-based 'information warehouse' including up-to-date statistics, buying patterns, lists of contacts within libraries (such as Estyn Allan/Branching Out librarians, those responsible for purchase of stock, organisers of events etc), research and references to relevant reports, details of events and so on. It will be a key aim that information flow should be reciprocal.

10 Information flow within the industry will only be as good as its weakest link. The lack of use of new technology in small independent bookshops is therefore a matter of concern. We welcome the recently introduced technology grants for bookshops, and recommend that they be expanded.

11 We welcome the Books Council's decision to allocate part of the Publishing Grant (Welsh-language) to market research, specifically focus groups. The recent transfer of responsibilities from the Arts Council to the Welsh Books Council will enable the Council to extend these focus groups to English language publishing in Wales and to children's publishing in Welsh and English, to make the results widely available and review at regular intervals the value of the data gained

## **4.4 FINDING**

The need for training has been identified by recent reports by Arts Training Wales and the Publishing NTO.

## **OBJECTIVE**

Publishing depends upon the enthusiasm and creativity of its staff, and we call for carefully targeted training programmes aimed specifically at the industry's 'critical success factors'.

## **TACTICS**

1 The existing grants to small independent bookshops should be extended to include training grants. We recognise that a major limitation on training for small independent bookshops is availability of relief staff to allow the owner to devote time to training. We note that training may not always be 'bought-in'. Courses and training grants should therefore recognise that the learning experience (continuing professional development) can take many forms.

2 The industry must aim for the highest standards, and we note the total lack of training and learning opportunities for authors/prospective authors and editors (commissioning and copy editors). We therefore intend establishing learning opportunities for authors/prospective authors and editors in co-operation with the WBC, Academi and continuing education departments in the higher education sector in Wales (see Appendix 1).

3 Training and assistance should be available, free of charge, to booksellers and should be mandatory for booksellers whose shops receive grants from the WBC, so that booksellers in Wales are fully aware of the market in Wales and the books already published to meet that demand.

4 Publishers should also be offered training and assistance (especially those in receipt of grants) to attend courses, particularly in the fields of commissioning, marketing and rights sales, including the legal and contractual issues.

## **4.5 FINDING**

We do not know the size of the market for books from Wales. Intuitively and anecdotally we know that the full market potential is not being achieved.

## **OBJECTIVE**

Establish SMART objectives for the industry, expanding the market. (SMART stands for Specific, Measurable, Achievable, Relevant and Time-based.)

## **TACTICS**

1 We welcome the recent improvements to [www.gwales.com](http://www.gwales.com) and believe there is room for further development. Hand-in-hand with direct selling from gwales we welcome the WBC's plans to use their database to help booksellers to establish their own websites by providing the underlying data in an easily accessible format (see 4.3.3). Training is also a key element. The proposed News Group would be an opportunity for publishers and booksellers to share experiences of e-commerce software.

2 We need to determine whether there are significant markets in other countries of the British Isles not currently reached by the individual efforts of publishers in Wales. We note the early success of the WBC's Overseas Marketing Officer and propose the appointment of a person of similar energy, experience and enthusiasm to expand the market in the British Isles. The emphasis shall be upon empowering and supporting Welsh publishers; ensuring the accuracy and comprehensiveness of databases of the major English wholesalers; the inclusion of our titles on all the major e-bookshops; selective stocking of titles from Wales by the wholesalers; encouraging Welsh bookshops to export to the rest of the British Isles.

3 No matter how much effort is put into promotion, at the end of the day `good books' sell. We note the early success of the scheme to commission Welsh language authors. In order to raise the profile of English-language books from Wales we shall seek to attract major British authors or British-media-led titles, from outside Wales, to be published in Wales. We shall seek funding to establish a commissions fund for publishers (on the lines of the fund for Welsh language authors) to attract saleable authors, willing and able to write significant good books, which will be published by publishers in Wales.

4 We recognise the efforts of the most progressive independent bookshops and their contribution to sales of Welsh-language and English-language books from Wales. The welfare of the independent bookshops is central to the welfare of the publishing industry as a whole and these bookshops should continue to play a central role in the efforts to increase the market for books from Wales.

5 The position of books from Wales in the major bookselling chains within Wales is dire. The chains will not stock books out of a sense of duty. They need to be persuaded that it is in their self-interest to stock the books - that they are currently losing sales. We would welcome an initiative to commission a study of readership levels of books from Wales and Welsh authors within the library system. This will demonstrate the popularity of the books to the bookselling chains. In addition we propose that a Welsh/Wales booksellers' conference be held in Aberystwyth that will consider and debate the results of such a library survey. In addition it will provide an education opportunity for booksellers' continuing professional development.

6 Following the early success of the initiative with Tesco stores (15 stores agreed to display books from Wales in a Spinner provided by the WBC), the market

will be further expanded by increasing the range and depth of titles stocked in supermarkets within Wales. The supermarkets will be persuaded not only by sales, but also by the attitudes of their customers. Image is increasingly important to supermarkets to differentiate themselves from competitors in a homogenous market. We propose that a survey of supermarket customers' attitudes be undertaken, to include their attitude to seeing books from Wales on sale in supermarkets; how they are displayed by the supermarket; the frequency with which the customers use libraries and/or buy books from traditional or nontraditional book outlets. Attention should also be paid to existing surveys, particularly in the library sector.

7 Customer surveys will be undertaken on an on-going basis to measure the success of efforts by publishers to expand awareness of their products within Wales and beyond.

8 An information database on authors and their work will be established, which can be used to promote the work of individual authors. The information, and addresses of author websites, will be included in the 'knowledge warehouse' and on [www.gwales.com](http://www.gwales.com) and the Academi's website.