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Y Gweinidog dros Dreftadaeth
Minister for Heritage



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

Eich cyf/Your ref
Ein cyf/Our ref
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4 March 2010

Annwyl Wynn

REMIT LETTER FOR THE WELSH BOOKS COUNCIL 2010-11

The Strategic Agenda - 'One Wales'

The Welsh Assembly Government's strategic agenda for 2007-2011 is embodied in the *One Wales* document. This includes commitments on a strong and confident nation, a healthy future, a prosperous society, living communities, learning for life, a fair and just society, a sustainable environment, a rich and diverse culture and governance arrangements. The ambition of *One Wales* is "no less than to transform Wales into a self-confident, prosperous, healthy nation and society, which is fair to all".

The role of the Welsh Books Council is to promote, encourage and increase the appreciation and interest of the public in literature, through:

- (a) encouraging and assisting authors and translators by awarding grants;
- (b) encouraging, promoting and assisting the production and distribution of books and other recorded literary and artistic material howsoever recorded (whether by known means or by means as yet unknown) in Welsh or of Welsh interest;
- (c) organising and holding exhibitions of such books and other material;
- (d) encouraging and promoting the publication of such books and other material in Wales.

All bodies funded by the Welsh Assembly Government are expected to acknowledge and act in accordance with the priorities set out in *One Wales*. The Welsh Assembly Government funds the Welsh Books Council to deliver its strategic policy objectives in relation to publishing, which are set out in *Iaith Pawb*, *Creative Future: Cymru Greadigol*, and the *Task and Finish Group Report on Publishing*. This remit letter sets out your role in relation to the strategic agenda, including the strategic and operational priorities that I expect to be delivered in 2010/11 and the key indicators against which your performance

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will be measured. This should form the basis of the Welsh Books Council's Operational Plan for 2010/11. You will need to submit your draft Operational Plan for 2010-11 by 19 March 2010. This will allow sufficient time for the plan to be discussed with your sponsor division for final approval by 30 April 2010.

I would like to see the Welsh Books Council building on the achievements of the last few years and continue to promote enterprise and innovation within the book and magazine publishing industry in Wales.

I want you to concentrate your time and resources in the coming year on the following tasks:

DISTRIBUTION OF GRANTS

Welsh-language

- Administer the additional funding of £300,000 per annum to improve the quality of Welsh-language books through developing the scheme to support editors in the publishing companies, investing more in the payments for authors scheme, and providing a fund for visually ambitious books. Implementing this so that the Welsh-language books market is expanded, and new readers are targeted.
- Ensure that grants are used to support a wide range of titles of popular appeal alongside books of literary and artistic merit, and ensure that a wide range of magazines, including current affairs, literary and leisure publications are supported.
- Continue to focus on best practice amongst publishers in receipt of grant-aid especially with regard to editorial excellence, high-quality design and production standards, provision of timely advance publishing information in electronic format, adherence to publishing schedules and focused marketing.
- Monitor the development of *Go!wg 360*, the on-line news and current affairs service supported by the Welsh Assembly Government. Arrange a review of the first two years of the scheme with an external company during Spring 2010, to feed in to the process of deciding the future of the scheme when the initial funding period ends at the end of March 2011.

English-language

- Continue to implement the recommendations of the Policy Review on Welsh writing in English. The ongoing professionalism of publishing in Wales and the support of titles of literary and cultural value and popular appeal should be the focus.
- Continue to focus on promoting best practice amongst publishers in receipt of grant-aid. The emphasis should be on editorial excellence, high-quality design and production standards, awareness of competition, balance of lists, provision of timely advance publishing information in electronic format, and focused marketing. Continue to arrange training on elements of good practice.
- Invite and assess applications by publishers for three year core grants from April 2011. Continue to support and monitor the development of the literary and cultural magazines.
- Continue to monitor and assess the Library of Wales series in the light of re-advertising the contract in 2011.

SALES AND MARKETING

- Continue to set targets in the Operational Plan for the sale of Welsh-language and English-language books from Wales.
- Continue to implement the recommendations of the Kewley Richardson report on trade representation and work with the industry to ensure that all parties in the supply chain adopt and adhere to UK-wide publishing and distribution disciplines and operational practices. The Books Council should take the lead in establishing such professionalism throughout the book trade in Wales with a view to maximising sales opportunities.
- Promote the use of *gwales.com* and work to agreed targets for on-line sales to bookshops and individual customers.
- Promote the use of the new *gwales/libraries* module as an essential tool for library authorities to identify and source books from Wales. Develop enhanced purchasing systems in partnership with library authorities.
- Promote the Council's corporate website (www.cllc.org.uk) and the Welsh Book Trade Info website (www.yfasnachlyfrau.org.uk)
- Continue to improve the sourcing and purchasing of books from Wales in public sector outlets, such as libraries, and strive to improve the selection of books from Wales in Tourist Information Centres and heritage centres which come under the remit of CADW. Further improve the selection of books from Wales in retail outlets, especially large chains and supermarkets.
- Work with publishers and publicists to improve the promotion of books from Wales in the press and media, including the on-line media.
- Co-ordinate the World Book Day activities and the main legacy schemes from the National Year of Reading 2008 with partners in the public, business and voluntary sectors. Co-ordinate the Stori Sydyn/Quick Reads Scheme for reluctant readers, including publishing specific books in both languages and promoting the scheme amongst the target group. These schemes will be dependent on funding allocated by DCELLS.
- Work with relevant partners, including the Welsh Assembly Government, to promote writing from Wales at the Hay Festival.
- Work with other partners to ensure that publishers from Wales are represented in the London Book Fair and the Frankfurt Book Fair.

GENERAL

Continue to implement the recommendations of the ICT Risk Assessment Audit organized by the Council. As a wide range of customers, including booksellers, librarians and individuals rely on the Council's IT systems to access information and for purchasing purposes, it is essential that we can provide a fast, reliable and continuous service.

FINANCIAL SUPPORT

The Grant in Aid funding to the Welsh Books Council in 2010/11 to deliver the Welsh Assembly Government's priorities is set out below. I expect your Operational Plan for 2010/11 to set out how you propose to allocate this financial support in accordance with the priorities and across programme areas or themes. Your plan should also detail the objectives/performance indicator targets/milestones under each programme area or theme and to which high level strategic aim or target they each relate.

Grant in aid for 2010-11 is detailed in the tables below. The Welsh Books Council's grant-in-aid budget for financial years beyond 2010-11 is subject to further consideration in the context of the wider Welsh Assembly Government budgetary position. We will write to you again as soon as possible to confirm your future years' indicative budgets. I expect you to keep in close contact with the Sponsor Branch and inform them immediately of any changes in your financial position.

£000

	2010-11 Plans
Core Costs/Running Costs	1,310
Grants to be distributed	2573
One Wales	200
Capital	25
Total	4108

The breakdown and allocations in the Books Council's budget could be subject to change as a result of discussions between the Welsh Assembly Government and the Welsh Books Council. This grant is offered on condition that you give an undertaking to the Assembly Government to draw down this expenditure before 31 March 2011.

PAYMENT

We are prepared to pay grant quarterly in advance but I emphasise that applications for payment should be based on reasonable expectation of expenditure and not in anticipation of need. You should ensure that all expenditure is efficient and effective. You must be in a position to demonstrate that value for money is secured at all times in line with best practice.


Applications for payment should be made in writing to Mr Leighton James, Culture Welsh Language and Sport Division in Cathays Park, Cardiff, CF10 3NQ. In addition to the conditions indicated in this letter, the standard grant conditions of the Assembly Government are also relevant to this expenditure.

ADMINISTRATION FOLLOWING THE END OF THE GRANT YEAR

You should send the following information to the sponsor division by 1 December 2010:

- A copy of your accounts for the financial year ending 31 March 2010, audited and inspected to a professional standard and signed by at least two of the trustees or authorised officers of your organisation. The accounts will record the receipt of every Assembly Government grant, and any other grants received from UK Government Departments, and any other sources during the financial year.
- An Annual Report which records how the money was spent, and an assessment of the effectiveness of the Council's work.

Cofion

A handwritten signature in black ink, appearing to read 'Alun Ffred Jones', written in a cursive style.

Alun Ffred Jones AC/AM
Y Gweinidog dros Dreftadaeth/Minister for Heritage

Annex 1

Operational Plan Guidance

The draft Operational plan should be submitted to the sponsor division for discussion by 19 March 2010. The Operational Plan should be sent to the sponsor division in order to receive final approval and sign off by 30 April 2010.

Targets and priorities

You will agree targets for performance with your sponsor division.

Your Operational Plan should identify how the Welsh Books Council will:

- Deliver and evaluate work programmes, including allocation of resources, milestone targets and risks;
- Contribute to other public bodies' work, noting any proposals to work in partnership with other AGSBs and other partners to help deliver key outcomes that inherently go wider than any one body;
- Communicate, engage and work closely with the Voluntary and Private Sectors as appropriate;
- Support implementation of the Wales Spatial Plan, and the Sustainable Development Action Plan;
- Support the delivery of local authorities' Community Strategies;
- Engage with the public in a meaningful way as part of any ongoing consultation exercises;
- Mainstream sustainable development¹, equality², partnership working³, and promoting the Welsh language⁴ into the way you do your business (including through your estate management, procurement processes and programme activities) and comply with applicable statutory duties;

The Welsh Books Council is also reminded of the following requirements:

- Robust **business continuity** plans to facilitate the maintenance and recovery of critical business activity, should there be a significant disruption to business.
- Keeping data, especially personal data, secure as stipulated in the Permanent Secretary's letter of January 2008.
- Improving the **efficiency** of public services in Wales and maximising the value for money of public investment: the Welsh Books Council should put into effect the efficiency targets and associated key actions in its Value for Money Action Plan.
- Actively explore the opportunities presented by the **European funding** round which runs from 2007-13, and seek to raise awareness of European funding opportunities. The Welsh Books Council should engage in dialogue with relevant stakeholders in Wales in order to develop initiatives that can contribute to delivering the strategic goals set out in the Welsh operational programmes and strategic frameworks.

¹ Section 79 of the Government of Wales Act 2006

² Section 77 of the Government of Wales Act 2006, and additional public sector duties created by the Race Relations (Amendment) Act 2000, Disability Discrimination Act 2005 and Sex Discrimination Act 1975 (Public Authorities) (Statutory Duties) Order 2006

³ The Assembly Government has a duty under sections 73, 74 and 75 of the Government of Wales Act 2006 to promote the interests of Local Government, the Voluntary Sector and Business sector.

⁴ As set out in section 78 of the Government of Wales Act 2006, and the Welsh Language Act 1993.

Partnership working

The Assembly Government looks to the Welsh Books Council to continue to liaise and co-operate with Assembly Government Sponsored Bodies and other relevant public organisations or Government Departments, in particular the Department for Children, Education, Lifelong Learning and Skills, the Arts Council for Wales, the Welsh Language Board and the British Council. You will also need to highlight where you propose to work in partnership with other AGSBs or other partners to help deliver key outcomes that inherently go wider than any one body. This should include details of how you plan to communicate, engage and work closely with the Voluntary Sector.

Communication

The Welsh Books Council Communications Plan should be shared with the Welsh Assembly Government, and include arrangements for measuring and reporting effectiveness in engaging stakeholders and in communicating progress.

The Plan should also lay out how, in your position as leaders in the sector in Wales, you can further develop mechanisms and networks to share best practice and messages amongst stakeholders and deliverers across the sector, and how you can work with the Welsh Assembly Government to explain our commitment to providing opportunities for all to access our rich and diverse heritage, and to ensuring Wales' position as a strong and confident nation on the world stage.

Guidance you have received in previous years in relation to Procurement, European Funding of Data Protection are all still relevant and should be borne in mind during the normal course of your business