

State of the Salon

With Matt & Parul

December 18, 2025

LWS By The Numbers

Since March 2020...



- Writers' Hour sessions: **5,850+**
- Collective Writing Hours: **2.5M+**
- Interviews, Workshops & Events: **500+**
- Community-Led Meetups: **2,800+**
- Members: **1,600+**
- Podcast: **172+ episodes, 193k downloads**
- Magazine: **170+ published pieces, £5k prizes**

Plus countless books, blogs, articles written.

The Story (So Far)

2019

A fun side project...

- LWS starts in London
- Monthly interviews & masterclasses
- 1st online goal setting webinar

2020

Writers' Hour = Going Global

- Writers' Hour launch
- LWS goes global, online
- Launched membership on Patreon
- Monthly interviews online

2021

Gaining Traction, Committing

- 4 x daily Writers Hours
- Moved off Patreon & Slack
- Launched Circle for membership
- 3-4 interviews / month
- Press: Webbys, NYT, Guardian
- Weekly community meetups
- Community Members → Team

2022

New Projects & New Team

- Launched podcast
- Launched 1st online course
- Increased programming
- Launched LWS shop
- LBF Writers' Summit
- Launched Scholarships
- Team ramps up

2023

Expanding Programming & Reach

- Monthly craft workshops
- Monthly 'Office Hours'
- Arts Council grant
- Launched 4-Week Courses ("Sprints")
- Launched Sat 9am UK Writers' Hour
- Launched 'Rooms'
- Monthly Writing Challenges
- Team continues to grow

2024

Heart & Mission-Led Growth

- Writers' Hour Magazine on Substack
- Expanded live & self-paced courses
- Aligned sponsors and partners
- Community run events explode
- 'The Library' for community events
- Went big with 24-Hour Writing Sprint
- In-person Writers' Hours
- More operational & strategic support

2019: First LWS Event, First Goal Setting

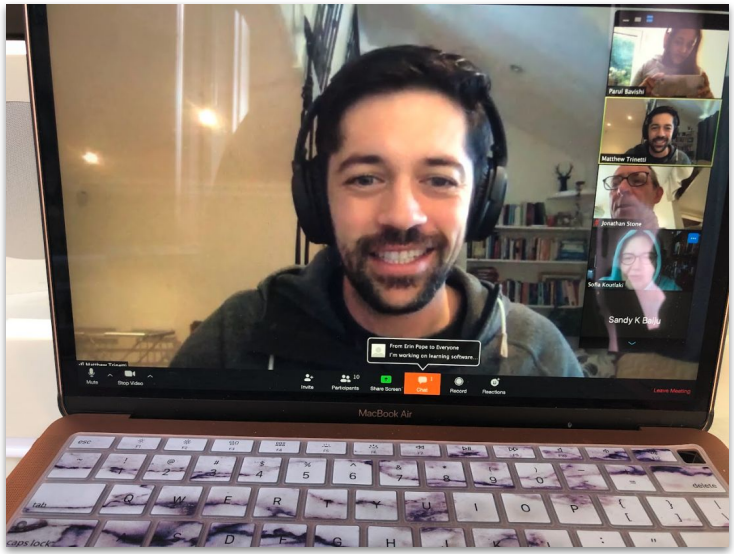


First event in London - 40 Writers

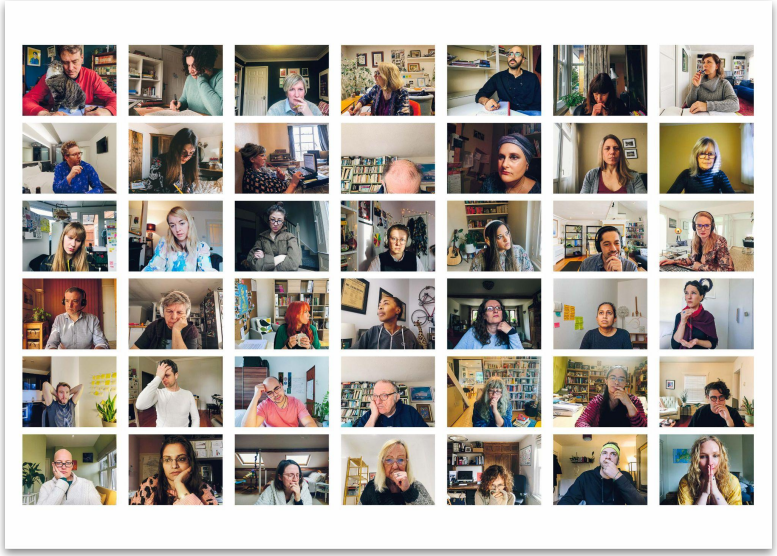


First LWS Webinar - 50 Writers

2020: First Writers' Hour & Going Global

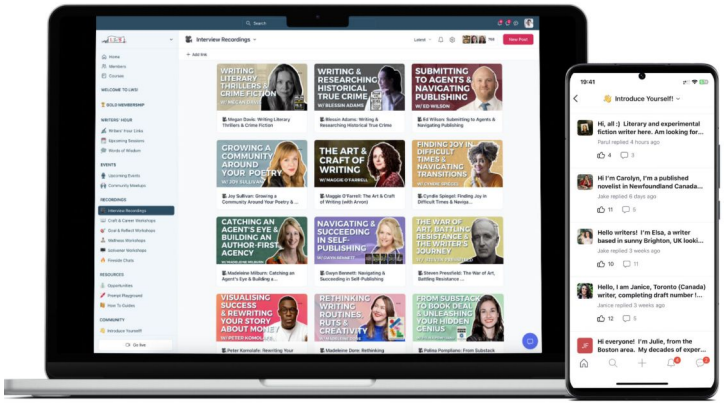


Lockdown & First Writers' Hour - 10 Writers



WH Grows & Goes Global

2021: New Portal + Team Emerges



THE WEBBY AWARDS

The New York Times

The Guardian







Move from Patreon to Circle

Cool Press & Awards

KK, Lindsey + Alicia

2022-2023: More Support, More Offerings



More Writers' Hour Hosts step up!



LWS Podcast Launches



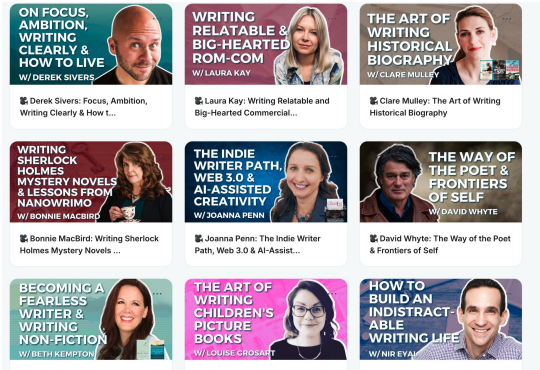
First online Course



LWS Merch

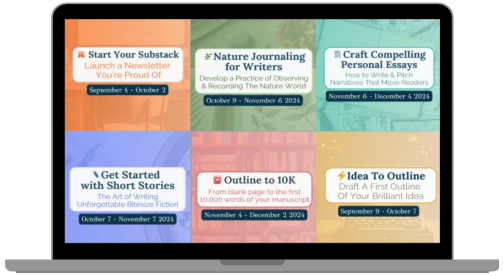


Host Writers' Summit at London Book Fair



Dream guest interviews

2024: Expanding Offerings & Connection



Expanded Courses: Live & Self Paced



Writers' Hour Magazine

Launched Writers' Hour Magazine on Substack

18 DEC	📗 Memoir and Lifewriting Catch-up Thursday, 12:00 – 1:00 PM EST Virtual
18 DEC	🕰️ Historical Fiction Monthly Mingle Thursday, 1:00 – 2:00 PM EST Virtual
18 DEC	🤓 Readers' Hour Thursday, 3:00 – 4:30 PM EST Virtual
19 DEC	🧘 Deep Work Sessions Friday, 8:00 – 11:00 AM EST Virtual
19 DEC	🤹 Artists' Hour Friday, 10:00 – 11:00 AM EST Virtual
19 DEC	🎓 Academic Writers' Hour Friday, 10:00 – 11:00 AM EST Virtual
19 DEC	📖 Bibliotherapy Meetup - Writing as a Sacred Practice Friday, 12:00 – 2:00 PM EST Virtual

Community Meetups & Rooms explode (1,500+ in 2024)



More In-Person Writers' Hours & Live Events



Went big with flagship events & partnerships

It Takes a Village...

Core Operations Team

- Lindsey Trout Hughes: *Head of Membership & Programming*
- Kathryn Koromilas: *Community, Rooms & Meetups Manager*
- Judah Doughty: *Operations & Systems Manager*
- Alicia O'Shell: *'Words of Wisdom'; The Daily Writer Emails*
- Molly Ovenden: *Workshop & Course Support*
- Lauren Deborah: *Workshop Facilitator & Ops Support*
- Char McCallum: *Event & Ops Support, Social Media Manager*
- Juan & Juan: *Podcast & Media Editors*
- Kira Salter-Gurau: *Writers' Hour Magazine Editorial Assistant*
- Emma Winterschladen: *Illustrator & Artist, Writers' Hour Magazine*

Writers' Hour Hosts & Managers*

- Caitlin Hofmeister (new!)
- Chelsey Pippin
- Debbie Kraus
- Gabby Martini
- *Gina Beach
- Erika Higgins Ross (new!)
- Hannah Rose Platt
- Kimberlee Walker
- Lauren Deborah
- Lindsey Trout Hughes
- Molly Ovenden
- *Patricia Lane
- Phoebe Hancock
- Sirpa Walton (Cornwall)
- Sue Ransom
- Tanya Moushi (new!)
- T.K Cubos (new!)
- *Tracy O'Brien
- *Plus: Beth, Shalini, Jerome, Viv, Victoria, Lauren, Sarah, Jyn* (alum)

Coaches

- Abigail Mann
- Anna Wilson
- Kathryn Koromilas
- Lindsey Trout Hughes
- Niamh Mulvey
- Sheryl Garratt
- Wilhelmina Asaam
- Randall Surles
- Charlotte Colwill

Magazine First Readers

- Susannah Rigg
- Domanie Spencer
- Madla Walsh
- Caraline Shaheen

Room & Community Hosts

- Anyakara
- Tracy O'Brien
- Alli McKenzie
- Jen Fritz
- Patricia Lane
- Martin Lake
- Kay Stratton
- Jayne Marshall
- Marian Edmunds
- Catherine Stratton
- Jodi Hausen
- Laura Foxworthy
- Emma Pooley
- Sue du Feu
- Fiona McAuslin
- Helen Errington
- Nick Barlow
- Tricia Duffy
- Abbey Vint
- Lisabeth Laiken
- Jo Bozarth
- Emma Hickman
- Han Noss
- Ninette Hartley
- Nisha Taylor
- Jeannel King
- Anna Ramberg
- Louise Grosart
- Felice Rhiannon
- Joan Tetrault
- Karen Anderson
- Eric Burgess
- Deborah Drake
- Natalia Dowding
- Linda Blackshaw
- Lauren Deborah
- Kaja Brown
- Sirpa Walton
- Caitlin Chisling
- Peppur Chambers
- Elspeth Brooke
- Elle X
- Cathy Davies
- Madeline Wahl
- Nicolas Laborie
- Tricia Duffy
- Otter Mervryn
- Luana DaRosa
- Carrie Hamilton
- Syd Bartmann
- Anthology Team

🎉 What we're celebrating in 2025…

Community Milestones: What We Did Together



- Over **1,050+ Writers' Hours**
- Gathered for **120+** interviews, workshops, Q&As & events
- **50 'Room' Hosts** looking after **36 Rooms** hosted **1,800+(!) Community-Run Events**
  (Themed writing sessions, monthly open mics & critique sessions, book clubs, silent writing)
- **21 writers** joined our inaugural **Residency: Manuscript Accelerator**
- **Writers' Hour Magazine on Substack:** *7k+ submissions, 170 published pieces, 60 Prompts, £5k+ prizes*
- Gathered for largest **24-Hour Writing Sprint yet** (5,000 registered)
- Attended biggest **100 Days of Writing** workshop yet (2,500 registered)
- Published 5th Annual ***LWS Anthology: Writing in Community***
- Hosted **Writers' Hours & Meetups** in London, Cornwall, Boston, etc
- Celebrated **30+ books published** at Writers' Hour

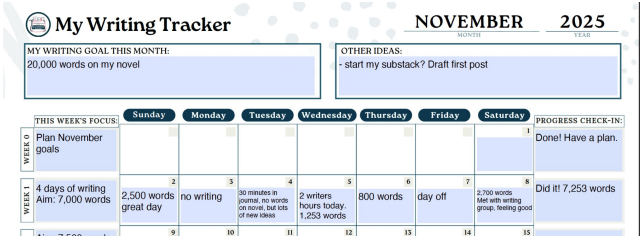


🎉 What we're celebrating in 2025...

Membership Improvements



- Launched monthly **Agent Hours** and **Editor Hours** (24 live sessions in 2025)
- Added **39 Interviews**, **23 Workshops**, and **19 Q&As** to our library of resources
- Created **8 How To Guides** & **Packs** – *Novel Builder*; *Build a Writing Practice*; *etc*
- **Tagged & Categorized** our Library of 350+ Interview & Workshop Recordings
- **4 new Courses**: *Intro to Creative Writing*; *Academic Manuscript*; *Write the Signs*; *30 Day Novel*
- Simplified **email & membership preferences** → adjust in 1 single place
- **Curated programming** to support writers across seasons and ambition (*e.g. Summer of Creative Joy*, *Novel November*, *Monthly Writing Challenges*)
- Enhanced Monthly **Goal Setting Calendar Tracker**



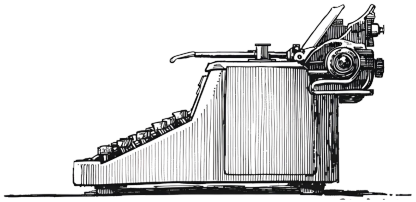
🎉 What we're celebrating in 2025...

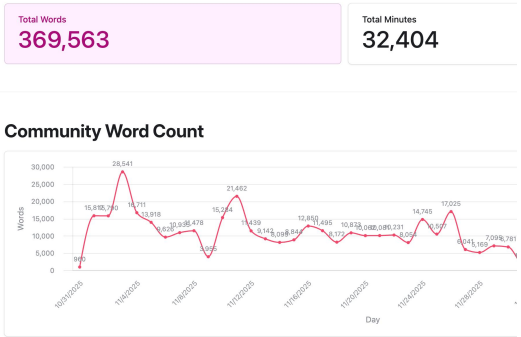
Experiments & New Initiatives



- Launched **The Residency** - 10-week Manuscript Accelerator
- v1 of a **digital Writing Tracker** for 100 Days of Writing + November Novel
- Bespoke **In-House Workshops**: *Writers' Labs*, *Build a Writing Practice*, *etc.*
- New course format: **30 Novel Lessons x 30 Days**
- Tested **Local Chat rooms**
- New gear in the **Writers' Hour shop** (hats, water bottles, etc)

The Residency
at London Writers' Salon







🎉 What we're celebrating in 2025...

Team & Operations

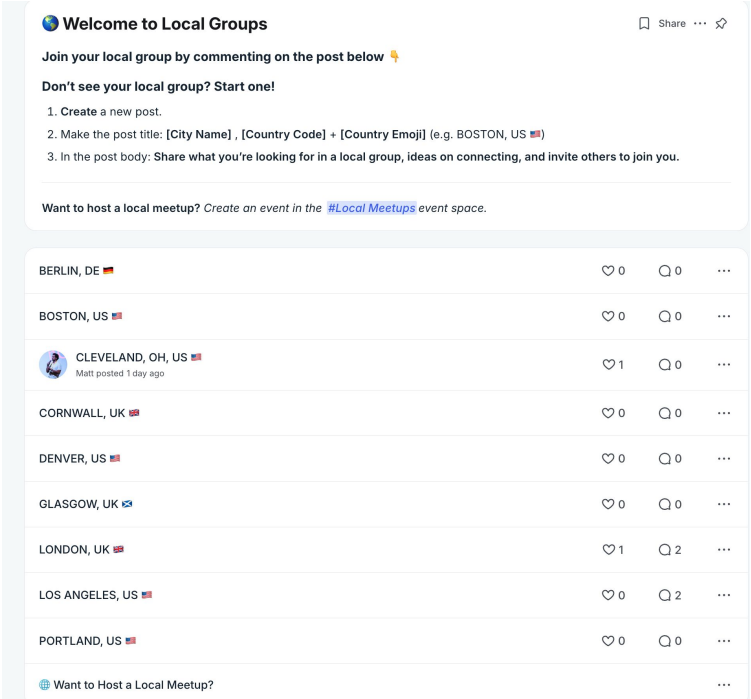
- Onboarded **4 New Writers' Hour Hosts (T.K., Erika, Caitlin, Tanya)**
- New team member **Judah Doughty**: Operation and Systems Support
- **Simplified our backend systems** and migrated platforms (*boring but important!*)
- **Sponsorships** with aligned services: *Lulu*, *Scrivener*, *Troubadour*, *ProWritingAid*, *Gotham Writers*
- **Partnerships** with aligned organisations: *Chill Subs*, *The Black List*, *Reedsy*, *Credtent*, *Spotify*
- **Social media grew:** 33k+ followers on Instagram, 21k+ subscribers on Substack
- **New Membership landing pages** to better communicate Membership
- Presence at **industry events:** *Jaipur*, AWP, LBF, *Barcelona Journaling Festival*
- Invited on **podcasts**: *The Black List*, *The Bibliotherapists*, *Kindred*, *Extraordinary Business Book Club*, *Ideas Club*

🔮 What’s coming in 2026…

Local Meetup & Group Spaces







https://community.londonwriterssalon.com/c/local-groups/

The Residency continues

10-Week Immersion | January 26 - Apr 3 2026

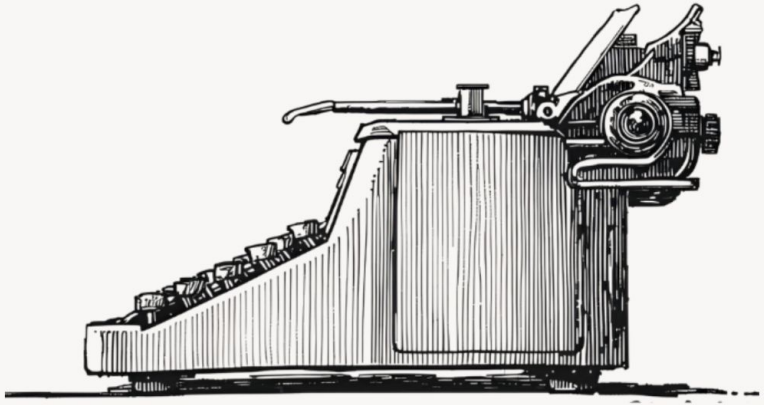
The Manuscript Accelerator: A Virtual Residency at the London Writers' Salon

A 10-week immersion for writers who want to finish their manuscript by Spring 2026.

Register Interest | Read More

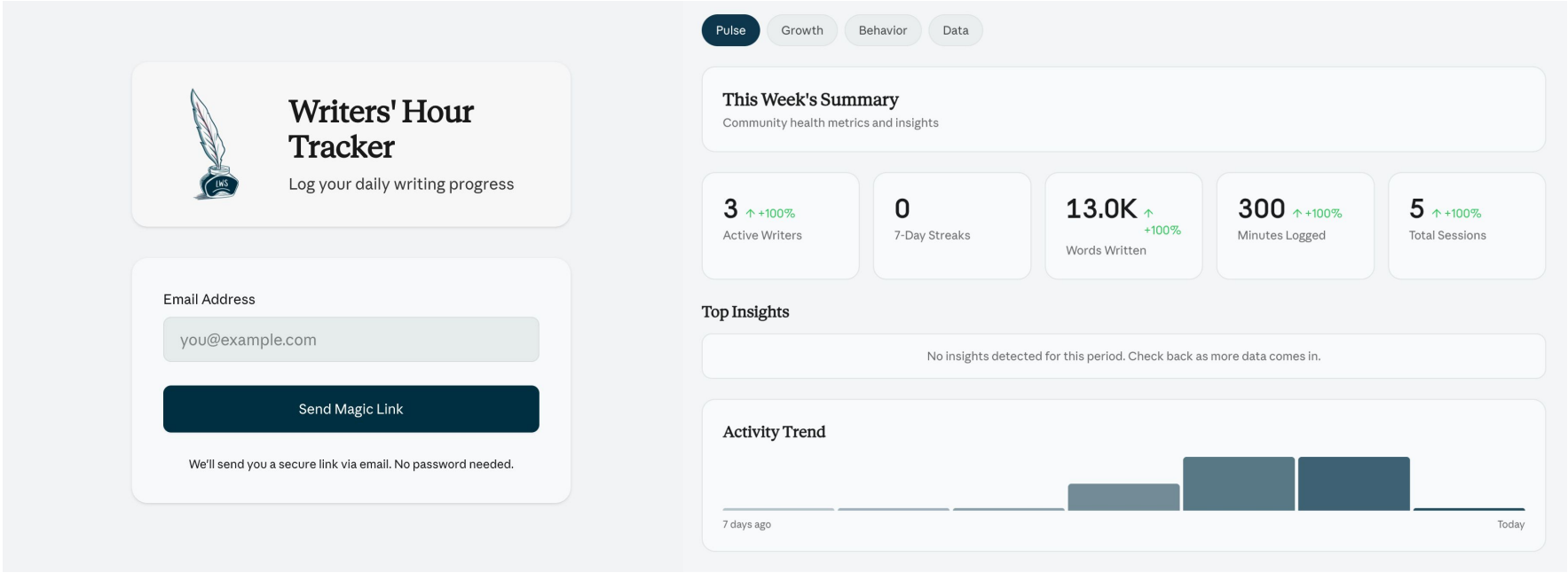


Since 2019, we've proudly helped over 650+ writers complete their books, proposals, and collections.



https://community.londonwriterssalon.com/residency

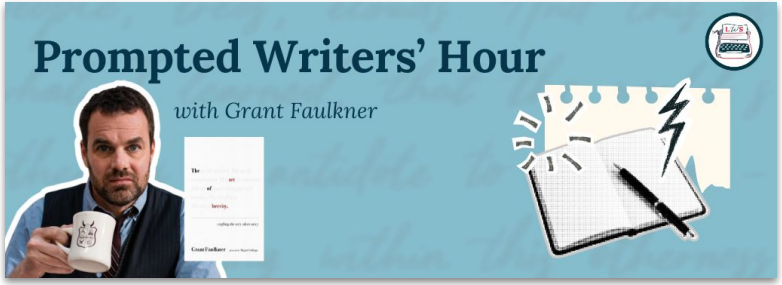
Writers' Hour Writing Tracker



Looking for Beta Testers! Details forthcoming.

Programming Additions & Shifts

- **Prompt-Based Writers' Hours** with special guests
- **Writing Labs** continue - generating, ideating & feedback
- **Live editing** in select **Editor Hours**
- **Agent-In-Residence** in **The Query Room**
- **Workshop Multi-Part Series:** *Writing on Substack*; *Self-Editing*
- **Community Meetups:** *Book Clubs*, *Weekend Writing Sprints*, *Themed Writing Hours*, *etc*
- Shift to Programming Access → **Less ticketed events, more member-only**





🔮 What's coming in 2026...

- **More Guides & Packs** - curated resources around specific goals and interests
- Improved **Member Onboarding & Wayfinding** – what you need when you need it
- Continuing writing prompts and contest on **Substack**
- **Price increase** in Jan → **<u>Not</u> for you, just new members**

🔮 What's coming in 2026...(the whole list)

- **Meetups & Groups** spaces → **Just launched!**
- ound of **The Residency**: **Manuscript Accelerator** → **Late January 2026, Apps open next week**
- The Writers' Hour **digital Writing Tracker** → **Looking for beta testers**
- **Prompt-Based Writers' Hours** hosted by special guests each month
- Continued monthly live **Writing Labs** for generating, ideating & feedback
- **Live editing** in select **Editor Hours**
- **Agent-In-Residence** in **The Query Room**
- **Workshop Multi-Part Series:** *Writing on Substack*; *Self-Editing*
- **More Guides & Packs** - curated resources around specific goals and interests
- **Community Meetups planned:** *Book Clubs*, *Deep Work*, *Weekend Writing Sprints*, *Themed Writing Hours*
- Improved **Member Onboarding & Wayfinding** – access what you need when you need it
- Another **24-Hour Writing Sprint in April**
- Shift to Programming Access → **Less ticketed events, more member-only**
- **Price increase** in Jan → **Not for you, just new members**

Questions & Ideas we're exploring in 2026...



- Rename Silver & Gold Membership? → **Membership / Pro/Premium Membership**
- Create more guidance and support around **Building a Writing Practice**
- How to **sustain Writing Contests** on Substack?
- How can we **realise the vision of 'Peloton for Writers'** (& Creativity)?
- Spark **local Writers' Hours** & chapters around globe?
- Clarifying our **vision/mission** + more storytelling around LWS and the future
- Lean into leadership around ***Creative Health*** through ***Communities of Practice***
- Contribute to **academic study** tied to Writers' Hour / creative practices? (Durham, Oxford)
- How can we grow in a **sustainable, values-led** way?
- Staying personally connected to our creative practices

Other Questions...



- ➔ What are you longing for in your writing life?
- ➔ What would make Membership / Writers' Hour a necessity vs nice-to-have?
- ➔ What makes LWS / Writers' Hour unique? How can we lean more deeply into that?
- ➔ Any dream interview guests or workshop topics?
- ➔ What writing communities or organisations should we connect with?
- ➔ Who might we connect with on *Creative Health* (policy makers/ academia)
- ➔ In what ways is your writing life *not* being served here?

How You Can Help

- ➔ Fill out our **Member Survey (Forthcoming)**
- ➔ You're already helping by **being a member!**
- ➔ Keep **spreading the word** to friends.
- ➔ Let us know if there's **anything we can do better or differently** here.
- ➔ **Connect us** to organisations & people you think we should be talking to.

Email us hello@londonwriterssalon.com. It's us on the other side!



Thoughts?
Questions?
Ideas?