

WELSH BOOKS COUNCIL
PUBLISHING GRANTS DEPARTMENT

ENGLISH-LANGUAGE PUBLISHING GRANTS

GENERAL TERMS AND CONDITIONS FOR MARKETING GRANTS

- 1 The offer of grant is made on the basis of the information contained in the application and in any supplementary correspondence. The Welsh Books Council reserves the right to reconsider or revoke the grant awarded in cases where either the marketing activities or the published work does not correspond to the details given on the application form or otherwise agreed.
- 2 The grant recipient must comply with the conditions of any other scheme under which individual titles have received support and with any additional conditions or scheme requirements specified in the formal offer of grant or in any covering letter.
- 3 In cases where the grant awarded ranges from a maximum figure to a minimum figure, the actual sum applicable must be agreed with the Publishing Grants Department in advance of the publisher undertaking any activities.
- 4 The grant must be claimed within 4 months of the book's publication or the date of the last of the activities listed in the marketing plan (whichever is the later date). If the date of publication for titles awarded a marketing grant slips by more than 12 months, applicants must reapply for the grant.
- 5 The print run of books supported must be indicated on the claim form (if applicable). Given that the print run is a primary factor in determining the level of grant aid awarded, the grant recipient should contact the Publishing Grants Department to discuss any changes to the proposed print run in advance. The Welsh Books Council reserves the right to reduce the grant if the print run is altered without prior agreement.
- 6 The following acknowledgment must be printed on the title verso page in all books which have been awarded a grant or which have been worked on by staff whose posts are supported by grant aid: "The publisher acknowledges the financial support of the Welsh Books Council." In addition, where the logos of other funders/sponsors/supporters appear on the title verso page, cover or elsewhere in the book, the publisher must include the Welsh Books Council logo along with the wording given above. The financial support of the WBC should also be acknowledged at all public events aimed at promoting or marketing supported titles. It is the responsibility of the publisher to ensure that there is sufficient time between the award of a grant and the printing of a book to allow the inclusion of an acknowledgement. Failure to include a proper acknowledgement may result in a reduction of up to 10% of the grant payable. Acknowledgement of this grant and any other references to the Council must not be used in any way to imply that the Council undertakes or accepts responsibility to third parties for the grant recipient's debts or obligations (see no. 29).
- 7 In addition to the above, all promotional material, format permitting, should include an acknowledgment of the financial support of the Welsh Books Council. Please use the following text: "The publisher acknowledges the financial support of the Welsh Books Council" and/or, if appropriate, the logo of the Books Council. The publisher must also

include an acknowledgment on the appropriate page of the publisher's website. If in doubt about where it is acceptable to omit reference to the Books Council's financial support, the publisher should contact the Publishing Grants Department.

- 8 Any references to distribution in trade or publicity material should include contact details of the Books Council's Distribution Centre.
- 9 Where any websites or other internet sources are mentioned in any promotional or trade material relating to the title supported, including advertisements, *gwales.com* should also be listed.
- 10 The supply of books for events / launches held in bookshops in Wales must be routed through the Books Council's Distribution Centre (in instances where the shop holds an account). If the bookshop does not hold an account with the Books Council's Distribution Centre the publisher should notify the Grants Department in advance for further advice. Where events/launches are arranged outside bookshops, the publisher should invite a local independent bookshop to supply the books for the event (the bookshop may be eligible for support to help cover the costs of providing this service via the Books Council's Outreach Scheme). Where there is no bookshop available the publisher should inform the Publishing Grants Department for further advice.
- 11 All invoices for the marketing campaign must be provided when claiming the grant (unless otherwise agreed). The Books Council reserves the right to request any other relevant evidence.
- 12 Grant recipients are required to provide regular updates of sales figures for titles supported under this scheme, and the income and profit they generate. The Books Council will request these figures at appropriate intervals. The Books Council reserves the right to request other, reasonable information about the performance of a grant-aided book in the course of evaluating the effectiveness of grant-aid and monitoring value for money.
- 13 The publisher may be required to complete short proformas to help evaluate marketing activities undertaken with the support of a grant. In addition, the publisher may from time to time be required to provide a detailed report on specific grant-aided marketing activities and outcomes in order to help the Books Council monitor and evaluate the scheme.
- 14 All grant-aided books are required to display a 13-digit ISBN number and corresponding bar code on the cover of each publication.
- 15 Timely bibliographical data (including ISBN, title, author, publisher, price, publication date, category and a short description) should reach the Books Council's Information Officer nine months before publication or within two weeks of the publisher receiving an offer of grant, whichever is the shorter period. This information will then be displayed on *gwales.com*.
- 16 An image of the book cover (a good draft rather than the final version is acceptable in the first instance) should reach the Books Council's Information Officer a minimum of three months before publication. The cover will then be displayed on *gwales.com*.
- 17 The grant recipient should use the online proforma to submit all bibliographical information and cover images. Access to the online proforma is via a password, which can be obtained by contacting the Information Services Coordinator, Phil Davies (phil.davies@wbc.org.uk). Where this is not possible the grant recipient should discuss this with Phil Davies and the Publishing Grants Department.

- 18 The publisher must update immediately all information about the title held on *gwales.com* (bibliographical information, short description and cover image) as and when any changes occur before and after publication, until the book is out of print. The grant recipient should make any necessary changes via the online pro-forma (or as advised by the Information Services Coordinator). Additional publisher information may be submitted electronically at the publisher's discretion, including a table of contents, author biography, quotations from reviews and details of prizes won.
- 19 In addition to managing the flow of accurate information to the book trade, the grant recipient should inform the Publishing Grants Department of any delays to the publishing date (or other particulars, e.g. change of title) in good time and a minimum of three months in advance of the original publication date. If the book is not published within three months of the publication date supplied to the Publishing Grants Department, the grant may be automatically revoked.
- 20 Grant-aided books must not be published during December and no grant will be awarded to any title scheduled for publication in December. Copies of any November titles must reach the Welsh Books Council's Distribution Centre by the last Wednesday in November. Books published in December, or November titles which arrive at the Distribution Centre after this date, will be subject to a reduction of £200 in the grant payable.
- 21 In the case of reprints or new editions, the year of publication of the reprint or new edition must be displayed clearly.
- 22 The author must receive and sign a contract before the book is published. Authors should receive payment promptly in line with the payment schedule in the contract. After publication of the work, the author should receive a financial statement and payment if applicable at least once a year and the author's contract should state when such royalty statements and payments may be expected.
- 23 The publisher must provide four complimentary copies of the published work to the Welsh Books Council when claiming the grant (alternatively the publisher may notify the Publishing Grants Department that the title is available at the Welsh Books Council's Distribution Centre and instruct them to take four complimentary copies from stock). If copies of the book have already been supplied under a different scheme, the publisher need not supply an additional four in fulfillment of this condition unless specifically requested by the Publishing Grants Department.
- 24 In the case of any grant-aided book, the Books Council should be informed of any financial support received towards the publication of the book from any source other than the Welsh Books Council.
- 25 All books which are in receipt of a grant are required to be available through the Welsh Books Council's Distribution Centre on the Books Council's terms (usually a minimum order of 60 copies of each title, but often higher, on a sale or return basis so that they can be made available to retailers on the usual commercial terms.
- 26 It is a condition that grant-aided books are delivered to the Books Council's Distribution Centre before or at the same time as they are available by other means to any distributor or retailer, or are available at a launch or other event. The publisher is responsible for the carriage and timely delivery of books.

- 27 If a book is available in both English and Welsh versions, and one of those versions has received grant support, then both versions must be available through the Distribution Centre in accordance with the terms specified in conditions 23 and 24.
- 28 All grant-aided books should be in print and continuously available in the Books Council's Distribution Centre for at least one year after publication. In the event that sale of rights is secured within the initial twelve months after publication that a grant-supported title must be kept in print, the publisher should seek approval and guidance from the Books Council's Grants Department, or face the possibility of having to repay a portion of grant. If a book is unavailable or out of stock during the first year of publication, the Books Council may claim a refund of grant of up to £1,000 per title. International co-editions and seasonal books, for instance some books published for Christmas, are excepted. Care must be taken that availability is not affected by, for instance, problems with binding, or inadequate print runs. It is the publisher's responsibility to ensure that books reach the Distribution Centre in good time to meet this condition.
- 29 The UK rights of grant-aided titles must not be sold without the prior agreement of the Books Council within the first two years of publication.
- 30 If the purposes for which the grant has been offered are not fulfilled in due time, or if the relevant conditions have not been complied with, the Books Council may require the recipient to return all or part of any grant which may have been paid.
- 31 Titles supported under this scheme are expected to meet an average 18 month sales target of 2,500. Consistent failure by publishers to meet this target will be considered by the Grants Panel when awarding funding.
- 32 The publisher for himself (and others) covenants with the Welsh Books Council and their successors in title that the publisher will at all times hereafter save harmless and keep indemnified the Welsh Books Council from all proceedings costs claims and demands in respect of any act that might result in the breach of any of the laws of England and Wales.