



CYNGOR LLYFRAU CYMRU BOOKS COUNCIL of WALES

ENGLISH-LANGUAGE PUBLISHING GRANTS GUIDELINES INDIVIDUAL LITERARY BOOK GRANTS

1 AIMS

The scheme funds the publication of mainly literary and occasionally artistic and cultural books of Welsh interest or by writers living in Wales, for adults or children. Grants are offered as contributions towards anticipated deficits.

2 ELIGIBILITY

Who may apply?

The scheme is open to publishers in Wales who have a regular publishing programme, or have viable plans to establish such a programme. Publishers outside Wales who wish to publish eligible books may also apply, but must demonstrate that no other funding is available to them. Applications cannot be accepted from authors, self-publishing entities or publishers who wish only, or primarily, to publish their own work (see the **Information for Authors**, <https://llyfrau.cymru/en/awduron-2/>).

Which books are eligible?

The scheme is targeted at books of literary merit which are of Welsh interest or by writers living in Wales. Writing of high quality and occasionally other books of significant cultural interest are supported and categories usually eligible for support include poetry, fiction, biography, plays, literary criticism, history (but not local history), current affairs and translations from Welsh into English of any of these. Works about other art forms will also be considered.

The Welsh Books Council is willing to hear the case for the literary merit of any other category of book not listed here. As a general guide, however, excluded categories include guidebooks, self-help, hobbies, professional texts or journals and music scores.

All books (except, occasionally, books for small children) must contain at least 48 pages of text.

Where there is uncertainty as to eligibility, publishers are asked to discuss their projects with the Books Council's Grants Department before submitting their application.

3 ASSESSMENT CRITERIA AND PRIORITIES

Applications will be assessed according to the following criteria, as appropriate:

- the literary merit of the work (in terms of style, structure, imagination, originality, contribution to critical debate, etc.);
- the quality of the author's previous work (where a completed typescript is not available);
- the publisher's ability to edit, publish, market and distribute throughout Wales and beyond;
- the degree to which the publisher's need for funding is demonstrated.

There will be stiff competition for these grants: it is important that each application argues the case for awarding a grant as fully as possible.

4 THE GRANT

- The total annual budget for this scheme is in the region of £60,000.
- There is no minimum or maximum grant, but in general the Books Council seeks to meet the difference between the costs of publishing a book and the likely income from sales of this title in the first two years.
- There is no restriction on the number of applications a publisher may submit, but please bear in mind that competition will be fierce and funds finite.

5 APPLICATION PROCEDURE AND TIMETABLE

- Applications must be made on the application form [GA ILBG (2021)] which may be obtained from the address at the end of this document.
- The completed form must be accompanied by a complete typescript of the book. In certain cases, a sample and/or synopsis may be acceptable, but publishers who wish to explore this option should contact the Publishing Development Department before submitting their application (please note that such applications will be competing against full manuscripts that have, in some cases, also been fully edited).
- Publishers should highlight any additional information which will help the Books Council make an informed judgement (e.g. about illustrations or other material not signalled in the typescript).
- Typescripts may be submitted before creative editing is undertaken or completed, but it is the publisher's responsibility to make clear, in the provided space on the application form, the extent and type of work to be done. The publisher must also note the anticipated timescale for completion of outstanding work and give the name of the editor who will work on the typescript. Applicants are also referred to the section on Assessment Criteria and Priorities in respect of this point. Publishers are advised that if the editorial work or authorial rewrite needed is so extensive as to raise doubts as to the likely quality of the end product, the Books Council may defer a decision on the application and request the publisher resubmits the application after further work has been undertaken. While the publisher will not be asked to resubmit if there is no likelihood of a grant, no promise can be offered that a grant will be awarded on resubmission, and the manuscript will be subject to the usual assessments of literary merit.
- The Books Council of Wales will commission its own report(s) on the submitted work, which will recommend to the English-language Publishing Development Subcommittee whether a grant should be offered. Copies of these reports will be sent to the publisher. The identity of the Books Council's reader(s), however, will only be made known with their consent.
- Applications are considered by the English-language Publishing Development Subcommittee, which meets four times a year, usually in February, May, July and October. Deadlines for applications are posted on BCW's website and may also be obtained from the address below. Applicants will be informed of decisions within a week of the Subcommittee meeting.
- Grants will not be awarded retrospectively. Publishers should allow sufficient time between a Panel meeting and the planned publication date (six months) to avoid committing to publication before hearing the outcome of their application. Should the publication date be too close to the date of the Subcommittee meeting, the Panel may assume that there is not a genuine need for grant-aid.
- All publishers in receipt of an Individual Publishing Grant must adhere to the General Terms and Conditions [GT&C ILBG (2021)], including the timely supply of bibliographical data and making grant-aided titles available through normal trade channels (including the Books Council's Distribution Centre). Publishers are asked to familiarise themselves with this document before proceeding with an application.

6 PAYMENT OF GRANTS

The Books Council of Wales will release the grant to the publisher upon receipt of a completed claim form [GC ILBG (2021)] and confirmation that copies of the book have reached the Distribution Centre. Four complimentary copies of the book will then be ordered directly from the Distribution Centre. The Books Council reserves the right to alter the amount of the grant payable if the details in the claim form differ significantly from information presented in the original application or if the publisher fails to adhere to the conditions of grant aid [GT&C ILBG (2021)]. Please note that grants that have still not been claimed 12 months after the publication date noted on the application form will be automatically revoked.

7 MONITORING AND EVALUATION OF WORK FUNDED

The Books Council will ask publishers to provide regular updates of sales figures for titles supported under this scheme and may also require copies of reviews to help monitor quality. It is condition of the grant that these figures should be supplied.

NOTES ON COMPLETING THE APPLICATION FORM (as referred to on the form)

1. **Category** Please insert the Category of book you intend to publish. The Book Industry Communication (BIC) Standard Subject Categories & Qualifiers scheme is the standard classification scheme for the UK book trade and other English-language markets, and a full list of categories can be found at www.bic.org.uk/productinfo-subjectcat.html. The main relevant category headings are as follows, but please see the full list for more detail:

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| A | The Arts | G | Reference, Information & Interdisciplinary Studies |
| B | Biography & True Stories | H | Humanities (History, Archaeology, Philosophy, Religion) |
| C | Language | J | Society & Social Sciences |
| D | Literature & Literary Studies | W | Lifestyle, Sport & Leisure |
| F | Fiction & Related Items | Y | Children's, Young Adult & Educational |

2. **Format** The format of the book you intend to publish should be appropriate for the category of book and follow industry norms, e.g. 'A format', normally a trimmed page size of 178 x 111 mm (unsewn), is the usual format of mass market paperbacks; 'B format', normally a trimmed page size of 198 x 126 mm (unsewn), is the usual format for paperbacks favoured for non-fiction and literary fiction. If in doubt, please consult the Books Council. Grants will not be awarded for books which have inappropriate formats or poor production standards.
3. **Publication Date** Please give a full publication date. You may amend this, if necessary, as long as adequate notice is given and the title does not slip beyond 12 months; see the General Terms and Conditions of Grant [GT&C ILBG (2021)]. Where only a month and year are given, the default date of the 15th of the month will be used by the Books Council.
4. **Royalties** The Books Council usually bases grants on royalties of 10% of the cover price; see the General Terms and Conditions of Grant [GT&C ILBG (2017)].

Application forms and further advice can be obtained from:

Publishing Development Department, Books Council of Wales
Castell Brychan, Aberystwyth, Ceredigion, SY23 2JB
e-mail: english.grants@books.wales