



CYNGOR LLYFRAU CYMRU BOOKS COUNCIL of WALES

ENGLISH-LANGUAGE PUBLISHING GRANTS GUIDELINES MARKETING GRANTS

1 AIMS

This scheme is aimed at helping publishers in Wales promote English-language books to increase sales. Marketing grants are intended to support individual titles of broad appeal which will benefit from a higher public profile. Carefully targeted, multiple-title publicity campaigns are also eligible for support where there is a clear potential for improving sales of specific titles. Generic promotions (where the principal aim is to promote the publisher or imprint) are not a priority.

The Books Council of Wales also administers a marketing scheme for Welsh-language books, for which separate guidelines are available.

2 ELIGIBILITY

Who may apply?

This scheme is open to publishers in Wales who have a regular publishing programme or have viable plans to establish such a programme.

Which books can be promoted?

A wide range of books can be supported under this scheme. The following list gives the main eligible categories. It is possible that titles in other categories may be funded:

- if they are likely to generate significant revenue which will allow a publisher to invest in its programme of Welsh writing in English *and/or*
- if they are of significant Welsh interest.

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|-----------------------------------------|-----------------------------------|
| • Art & architecture | • History (but not local history) |
| • Biography | • Literature |
| • Children's books | • Music, stage and screen |
| • Comic books and graphic novels | • Photography |
| • Cookery | • Reference |
| • Cultural history | • Religion and spirituality |
| • Cultural tourism (but not guidebooks) | • Nature |
| • Current affairs | • Sport |
| • Fiction | • Travel |

The following categories are not generally eligible for support.

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|--------------------------------------------------------------------------------------------------------------|----------------------|
| • Address books, journals, diaries, etc. | • Health and fitness |
| • Antiques and collectables – user guides | • Holiday |
| • Building | • Home and garden |
| • Business | • Hobbies |
| • Do-it-yourself | • Languages |
| • Education: teaching methods and materials (except where these directly relate to Welsh writing in English) | • Law |
| • Family | • Lifestyle |
| | • Local history |
| | • Maps and guides |

- Finance
- Games and puzzles
- Guidebooks
- Self-help
- Technical manuals

Neither of the above lists is comprehensive. Where there is uncertainty as to eligibility, publishers are asked to discuss their proposals with the Books Council's Publishing Development Department before submitting an application.

3 ASSESSMENT CRITERIA AND PRIORITIES

The following priorities are factors when considering grant applications.

Book/Marketing Plans

Priority is given to promotions of books supported by an Advances/Fees to Authors and Illustrators Grant. These books have already been assessed for their strong market appeal and the likely quality of production.

The second priority is an assessment of the strength of the marketing plan, which will be gauged according to the following criteria (which are not listed in order of priority):

- sales forecasts and print runs (the minimum first print-run will normally be 2,000, but this may vary according to genre, author, marketing proposals, or other factors);
- quality of design and production;
- quality of writing and editing;
- an innovative and proactive marketing strategy;
- value for money;
- additionality: publishers must show how proposed marketing initiatives add to existing central services of the book industry in Wales and the publisher's existing level of marketing activity;
- competitive discounts.

N.B. The aim of this scheme is to support the commercial success of titles. It is expected that titles funded under this scheme will reach a sales target of 2,000 copies within 18 months. Consistent failure by a publisher to meet this target will be considered in future applications.

Where sufficient funds are available, the scheme may also be extended to support appropriate books of wide appeal supported by the Books Council's Literature Grant, titles published by a revenue-funded publisher, and other titles of Welsh interest.

Publisher

In cases where Marketing Grants are requested for books which do not have any specifically Welsh interest, priority will be given to those titles which are likely to generate sales revenue that will then be used to support a publishing programme of books of relevance to Wales. Therefore, the following factors are taken into account:

- the strength of the publisher's current list and programme, particularly in the area of Welsh writing in English;
- the degree to which the publisher's list of Welsh writing in English is likely to benefit from revenue generated by the proposed project;
- the publisher's previous sales record (for books in receipt of similar grants);
- the publisher's track record in keeping to publishing timetables;

Relevance to Wales

- where all other factors are equal, preference will be given to projects involving Welsh or Wales-resident authors and illustrators, and/or books about Welsh subjects.

4 THE GRANT

- The total annual budget for this scheme is in the region of £30,000.
- As a guide, awards ranging from £1,500 to £3,000 per title will be given, though publishers may present a need for more in their application.

5 APPLICATION PROCEDURE AND TIMETABLE

- Applications must be made on the application form [GA MG (2021)], which may be obtained from the address at the end of this document.
- Applications should include the following supporting documents:
 - a full list of English-language titles published in the previous financial year and planned for the current financial year, grouped according to whether or not they received any form of Books Council of Wales grant and including publication dates. A pro forma is available.
 - a detailed profit and loss forecast for the proposed book. A pro forma is available electronically which will automatically calculate profit/loss.
- Applications are considered by the English-language Publishing Development Subcommittee, which meets four times a year, usually in February, May, July, and October. Deadlines are posted on the BCW's website, or can be obtained by enquiring at the email address below.
- Grants will not be awarded retrospectively. Publishers should allow sufficient time between a Panel meeting and the start of the marketing/promotional activities described in the application form. Should it appear that the planned activities are likely to begin before an award has been made or to be delayed in the wait for a decision to the detriment of their efficacy, the Panel may reject the application.
- All publishers in receipt of a Marketing Grant must adhere to the General Terms and Conditions of grant aid for this scheme, see [GT&C MG (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 familiarize themselves with this document before proceeding with an application.

Contingency Marketing Grants

To ensure a degree of flexibility in this scheme, a different application procedure exists for Contingency Marketing Grants.

- Contingency Marketing Grants may be applied for at any time to allow publishers to capitalise on an unexpected success. The publisher must demonstrate both a need and the unforeseen nature of the marketing opportunity.
- Generally, these unforeseen opportunities will occur post-publication, e.g. to capitalise on a title receiving a boost from being shortlisted for a prize, or the unexpected success of a particular title which can be built upon. Books which have yet to be published might be eligible in exceptional circumstances, but no launches or similar events will be considered, as these should be planned in advance. Marketing activities that would be acceptable could include in-store chain promotions where a fee is required, or promotions associated with literary prizes, etc.
- The total budget for these small contingency grants will be £5,000 per annum. The maximum total value of grants awarded to any one publisher in a single financial year is £1,000. The grants will generally be between 25% and 80% of costs.
- Publishers wishing to apply for one of these grants should contact the Books Council in the first instance and should complete an application form [GA MG (2021)]. A decision should usually be

forthcoming within two weeks of receipt of the application form. Retrospective applications will not be considered.

6 PAYMENT OF GRANTS

The publisher should claim and the Books Council of Wales will release the grant in the following way:

- **Payment 1: Advance Payment**
A payment of half the grant is usually payable in advance on receipt of a completed claim form [GC MG (2021)].
- **Payment 2: Final Balancing Payment**
The remainder of the grant is payable on receipt of:
 - a completed claim form [GC MG (2021)];
 - complete copies of all relevant invoices for the complete project;
 - a brief report on the efficacy of the activities undertaken (e.g. attendance at events, sales at launches, response to advertisements, etc.);
 - four complimentary copies of the book(s) promoted (the Publishing Grants Department will obtain these from the Distribution Centre directly, there is no need to send them)

Please note that the First and Final Payments of each Marketing Grant must be claimed promptly. The Books Council of Wales reserves the right to cancel or reduce payments which are not claimed within three months of the date on which the marketing activities were due to be completed (as indicated on the application form).

- **Interim Payments**
Occasionally, Interim Payments may be arranged to help with cash-flow on larger projects. Interim payments will be made on receipt of a claim form [GC MG (2021)] and appropriate invoices for the activities undertaken so far. Interim Payments must be arranged in advance and are made at the discretion of the Books Council of Wales.

7 CHANGES TO THE ORIGINAL APPLICATION

The Books Council of Wales 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 General Terms and Conditions of grant aid [GT&C MG (2021)]. The publisher must note any changes to the original application on the relevant claim forms, and should discuss any significant changes with the Publishing Development Department *in advance*. Changes which must be agreed in advance include: changes to the books such as alterations in content/proposed contributors; changes to the print run (reductions in print run are viewed very seriously, as this is a key factor on which the Subcommittee bases its decision to award a grant); changes to the marketing activities being undertaken; other changes which are likely to have an effect on the total budget of the marketing campaign, the sales of the book or the market potential of the book.

8 MONITORING AND EVALUATION OF WORK FUNDED

The Books Council of Wales will ask publishers to provide regular updates of sales figures and sales revenue for titles supported under this scheme and may also require copies of reviews to help monitor quality. In the longer term, consideration will also be given to how profits made from these titles benefit the publishers' wider programme of Welsh writing in English.

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:

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 (see the General Terms and Conditions of Grant). 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. Profit and Loss Forecast** The aim of this scheme is to help publishers commission or bid for titles which have the potential to generate substantial sales income. A detailed profit and loss forecast for each title should therefore be completed so that the publisher, as well as the Publishing Development Subcommittee, may gauge how profitable the given title will be. A pro forma designed as an Excel document and including the automatic calculation of profit margins is available. In addition, the summary information should be inserted in the appropriate place on the application form.
- 5. Start Date and End Date** It is important that precise and reliable information is given. The publisher must submit the claim for the final payment of the grant, along with supporting documentation, within three months of the end date given (unless changes are agreed with the Books Council *in advance*).
- 6. Previous Performance** The aim is to demonstrate the good sales potential of the proposed book by drawing on evidence of past sales of similar titles or titles by the same author.
- 7. Target Audience/Market** It is important to demonstrate a good knowledge of the market for the type of book you are attempting to promote, and this is the market that you must show you will reach by undertaking the activities described in your marketing plan.
- 8. Marketing Plan** Please ensure that you give as much detail as possible, since this will enhance the quality of the application and increase the possibility of being awarded a grant. For example, it is not sufficient to propose that you will 'advertise in the appropriate media'; rather, the exact magazines/newspapers should be listed (along with their circulation). If you are including an event/launch, give details of where and when it is planned, how you will ensure a good attendance and note what your target attendance is (e.g. to have 50 individuals attend a launch, via sending invitations from an existing database, public advertisement, buying mailing lists etc.). The actual numbers who attend should be reported when claiming the grant. Finally, relevant reference to previous experience of organizing similar marketing activities (and the outcomes) will help to strengthen the application.

9. **Additionality** It is important that the publisher be able to demonstrate additionality to support the case for the awarding of a grant. For this scheme, additionality can be defined as improving sales figures (give sales forecast with and without a grant), extending the print run (give print runs with and without this grant), significantly enhancing the public profile of the book/author/series (how will this be measured?), or similar outcomes. Please ensure that you provide specific detail to support each aspect of additionality described.

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**