



CYNGOR LLYFRAU CYMRU BOOKS COUNCIL of WALES

ENGLISH-LANGUAGE PUBLISHING GRANTS GUIDELINES REVENUE PUBLISHING GRANTS

1 AIMS

The scheme provides support for the staff and literary publishing programmes of publishers based in Wales to promote diversity, ambition and professionalism in this sector. In some cases, a contribution towards overheads is also included in the grant.

The Books Council of Wales also administers Individual Literary Book Grants Schemes for books in English, a Supported Posts scheme for English- and Welsh-language publishers, as well as a Programme Grants Scheme and an Individual Book Grants Scheme for books in Welsh, for which separate guidelines are available.

2 ELIGIBILITY

Who may apply?

Applicants must be established publishers of literary books based in Wales, with a strong track record in publishing books of high quality. Publishers must demonstrate the need for funding.

3 ASSESSMENT CRITERIA AND PRIORITIES

Current recipients will be assessed according to targets set at the beginning of the funding period and recorded in a Funding Agreement. Submissions from new applicants will be assessed according to the following general criteria:

- the publisher's track record;
- the degree to which revenue funding would enhance the publisher's effectiveness;
- the likely quality, in terms of content, design and production, of the publisher's programme;
- the publisher's readiness to support material likely to attract new writers and readers;
- the applicant's ability to market and distribute throughout Wales and (where appropriate) beyond, based on a detailed marketing strategy;
- the applicant's ability to adhere to a publishing schedule and an industry-standard Critical Path;
- clarity of the applicant's role in relation to other publishers. The Books Council will consider whether the applicant publisher is likely to fill a gap in provision or perform more effectively than an existing revenue publisher;
- the applicant's ability to generate income and attract funding from other sources;
- sales targets for the funding period;
- the appropriateness of the publisher's management structure;
- the adequacy of the publisher's resources to meet its targets;
- value-for-money.

4 THE GRANT

- The total budget for this scheme is in the region of £200,000 per year.
- Each publisher is offered a budget towards its projected deficit in each year of the funding period (normally three years, subject to the continuation of funding from the Welsh Government). In return, it must undertake to publish a specific number of titles during each year.
- While this grant is intended to help publishers to publish literary titles, publishers must also produce a balanced list of titles. To ensure this balance, individual average sales targets for the publishing programme as a whole will be agreed with each publisher and must be met within 18 months of offering the grant.
- Each publisher's share of the scheme budget may increase or diminish over time, according to the publisher's ability to meet targets agreed at the time of offering the grant.
- In general, the Books Council seeks to contribute to the difference between the costs of publishing and generated income, and the financial situation of the entire publishing house is taken into consideration.

5 APPLICATION PROCEDURE AND TIMETABLE

Current recipients of funding are to be reviewed in 2022. Established publishers of Welsh literature in English or Welsh who wish to enquire about the possibility of revenue funding for the period 2023-2026 period should contact the Publishing Development Department.

6 PAYMENT OF GRANTS

Grants are normally paid in equal sums at the beginning of each quarter. The Publishing Development Department will obtain four copies of each book that is part of the revenue programme list will be obtained directly from the Distribution Centre.

7 MONITORING AND EVALUATION OF WORK FUNDED

The Books Council will request sales figures annually. It will also hold an annual meeting with each revenue publisher to review performance and targets. Individual Funding Agreements with additional areas for monitoring and evaluation will be issued. **For further information, see the General Terms and Conditions of Grant for this scheme [GT&C RG (2021)].**

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**