



# CYNGOR LLYFRAU CYMRU BOOKS COUNCIL of WALES

## ENGLISH-LANGUAGE PUBLISHING GRANTS GUIDELINES SMALL MARKETING ACTIVITIES GRANTS

### 1 AIMS

This scheme is aimed at helping publishers in Wales promote English-language books or magazines to increase sales. In the case of books, Small Marketing Activities grants are intended to support individual titles of literary merit to achieve a greater public profile. The scheme is intended to fund modest marketing activities such as small launches and advertising. 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. For magazines, small marketing activities could include promotion of a special issue or title (such as a novella or pamphlet published by the magazine), a launch event for an individual title or issue, or prizes and promotion for a contest.

The Books Council of Wales also administers a marketing scheme for English-language titles that are expected to achieve higher sales (see Marketing Grants) and a 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. Magazine publishers who produce regular content in a print, digital, or hybrid format are also eligible.

#### ***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.

- |   |                                   |
|---|-----------------------------------|
| • 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.

- |   |                      |
|---|----------------------|
| • Address books, journals, diaries, etc.  | • Health and fitness |
| • Antiques and collectables – user guides | • Holiday            |
| • Building                                | • Home and garden    |

- Business
- Do-it-yourself
- Education: teaching methods and materials (except where these directly relate to Welsh writing in English)
- Family
- Finance
- Games and puzzles
- Guidebooks
- Hobbies
- Languages
- Law
- Lifestyle
- Local history
- Maps and guides
- 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. These categories apply broadly to magazines as well, in terms of what content is eligible; publishers are encouraged to contact the Publishing Development Department with any specific queries.

### **3 ASSESSMENT CRITERIA AND PRIORITIES**

The following priorities are taken into account when considering grant applications.

#### ***Book/Magazine/Marketing Plans***

Priority is given to promotion of books supported by an Individual Literary Book Grant and magazines supported by a Small Magazines and Presses Grant, though where funds allow other titles and magazines may be considered.

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):

- quality of design and production;
- quality of writing and editing;
- a carefully targeted marketing plan;
- 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;

Where sufficient funds are available, the scheme may also be extended to support appropriate 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 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 £9,000.**
- It is expected that most grants offered will not exceed £1,000, though a higher grant may be offered in exceptional circumstances.

## 5 APPLICATION PROCEDURE AND TIMETABLE

- Applications must be made on the application form [GA SMAG (2021)], which may be obtained from the address at the end of this document.
- Applications are considered by the English-language Publishing Grants Subcommittee, which meets four times a year, usually in February, May, July, and October. Deadlines are posted on the Books Council's website; alternatively, they can be obtained from the address at the end of this document.
- 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 Small Marketing Activities Grant must adhere to the General Terms and Conditions of grant aid for this scheme, see [GT&C SMAG (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 capitalize 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 capitalize 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 £9,000 per annum. The **maximum** total value of small marketing grants awarded to any one publisher in a single financial year is £2,000. 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 will release the grant in one of the following two payment options:

- **Payment 1:** Advance Payment

A payment of half the grant is usually payable in advance on receipt of a completed claim form [GC SMAG (2021)].

- **Payment 2:** Final Balancing Payment

The remainder of the grant is payable on receipt of:

- a completed claim form [GC SMAG (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 (if the book is in receipt of another Books Council grant where complimentary copies are supplied, there is no need to provide an additional set when claiming this grant unless specifically requested to do so).

**ALTERNATIVELY**, a single payment can be claimed following the marketing activity/ies. In this case publishers should follow the procedure described above for 'Final Balancing Payment'.

**Please note that the First and Final Payments of each Marketing Grant must be claimed promptly. The Books Council 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).**

## **7 CHANGES TO THE ORIGINAL APPLICATION**

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 General Terms and Conditions of grant aid [GT&C SMAG (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; 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 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.

**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](mailto:english.grants@books.wales)**