



# CYNGOR LLYFRAU CYMRU BOOKS COUNCIL of WALES

## WELSH-LANGUAGE PUBLISHING GRANTS

### CONDITIONS

### GRANTS FOR GAMES

## A GUIDELINES

### 1 AIMS

The scheme aims to promote the production of games, for adults and children, arising from previously supported books, repurposing sponsored images, and promoting books and reading in general.

### 2 ELIGIBILITY

#### ***Who may apply?***

The scheme is open to anyone who can meet the requirements listed below.

#### ***Which projects are eligible for support?***

- The scheme provides grants towards the cost of producing games, for adults and children, arising from previously supported books, repurposing sponsored images, and promoting books and reading in general.
- No funding can be given for materials to be used only or primarily in schools

### 3 ASSESSMENT CRITERIA AND PRIORITIES FOR APPLICATIONS

Applications will be assessed according to the following criteria:

- the number of copies to be produced;
- expected sales;
- the expected quality of the games, with regard their relevance to books, use of language, imagination, ingenuity, materials, etc.;
- usability and appropriateness, assessed on the basis of similar products already available and/or pilot testing. It is the publisher's responsibility to show that the project is suitable for the intended users, e.g. through obtaining and testing a prototype;
- the quality and sales of the publisher's previous output in this field;
- the quality of work of any other company contracted to produce the games;
- strategies for marketing the games;
- value-for-money.

### 4 THE GRANT

- These grants are not a high priority for the Council and it is expected that only modest, periodic, grants are available through this scheme. In general the Books

Council of Wales seeks to meet the difference between the production costs and the likely income from sales in the first two years.

## **5 APPLICATION PROCEDURE AND TIMETABLE**

- Applications must be made on the application form which may be obtained from the address at the end of this document.
- Applicants must send a detailed description of the games to be produced, (including playing instructions and any other guidelines).
- Where an applicant wishes to adapt an existing game, a copy of the original game should be supplied with the application, together with confirmation that all rights and permissions have been cleared.
- Applicants must give as much information as possible about their experience in the field of games. They should send samples of previous output, or work done for another company, together with sales information.
- Information is required about all individuals who will make a significant contribution to the project (e.g. author, designer, technical specialists).
- Applications are considered by the Publishing Development Sub-Committee. Meetings are held regularly (at least bi-monthly). Publishers are notified of exact dates in advance and information is also posted on the web.

All grants are offered in accordance with general conditions, as well as any specific conditions which might be applied to individual applications. **All applicants must agree to accept these conditions when submitting an application.**

## **6 PAYMENT OF GRANTS**

Grants may be claimed through sending four copies of the game together with the grant claim form and details of expenditure to the Publishing Development Department.

## **7 MONITORING AND EVALUATION OF WORK FUNDED**

The Books Council of Wales will request sales figures

## **GENERAL CONDITIONS**

- 1 The offer of grant is made on the basis of the information contained in the application and in any supplementary correspondence. The Books Council of Wales reserves the right to reconsider the grant awarded in cases where the published work does not correspond to the details given on the application form or otherwise agreed.
- 2 The grant recipient shall comply with any additional conditions and scheme requirements specified in the formal offer of grant or in any covering letter.
- 3 The following acknowledgment should appear on all games which have been awarded a grant: "Mae'r cyhoeddwr yn cydnabod cymorth ariannol Cyngor Llyfrau Cymru". ["The publisher acknowledges the financial support of the Books Council of Wales".] 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. 20).
- 4 All grant-aided games are required to display a bar code, and, if possible, a 13 digit ISBN.

- 5 The advance bibliographical information about any grant-aided game should reach the Books Council's Database Officer at least three months before publication, in accordance with the guidelines set down by the Books Council.
- 6 All information about grant-aided games on gwales.com should be updated regularly by the publisher, before and after publication. Any changes in price or availability should be fed to the Books Council regularly, until the game is out of print and the publisher has decided not to produce more copies.
- 7 All those commissioned to undertake work for a game must receive a contract and be paid in accordance with that contract. If royalties are offered, they should be paid regularly.
- 8 The number of copies initially produced must be indicated on the claim form.
- 9 The Department may claim up to four copies of the book from the publisher's stock in the Distribution Center for evaluation purposes.
- 10 Publishers must forward details of all production costs relating to the project. The Books Council of Wales reserves the right to ask for any other relevant documentation.
- 11 The standard of origination and production will be taken into consideration in determining the final grant. In cases where one of these is deemed to be defective, the grant may be reduced.
- 12 If the relevant conditions have not been complied with, the Books Council of Wales may require the recipient to return all or part of any grant which may have been paid.
- 13 The publisher should inform the Books Council of any financial support received from other sources towards the publication of grant-aided material; this should be done either in the application form or in the claim form.
- 14 In cases where the grant awarded shows maximum and minimum amounts, the maximum sum will be paid to publications which display high standards.
- 15 All materials in receipt of a publishing grant are required to be available through the Books Council's Distribution Centre on the Books Council's terms. The books should be available to retailers on the usual commercial terms unless otherwise agreed.
- 16 It is a condition that grant-aided materials be 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.
- 17 All grant-aided material should be in print and continuously available in the Books Council's Distribution Centre for at least one year after publication. If a game goes out of print within a year, and the publisher is unwilling to reprint, the Books Council may claim a refund of grant of up to £1,000 per title.
- 18 In the case of grant-aided material, the selling price should not be substantially reduced (as in a half-price sale) for a period of eighteen months after publication. (This does not prevent publishers from having 'special offers' or other price reductions which are part of promotional strategies.)

- 19 All publishers are required to provide sales figures for all titles for a period of up to eighteen months from the publication date. The Books Council of Wales will request that such figures be presented.
- 20 The publisher for himself (and others) covenants with the Welsh Books Council and their successors in title that he the Publisher will at all times hereafter save harmless and keep indemnified the Books Council of Wales 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.

Application forms and further advice can be obtained from:

Lynne Williams, Publishing Development Department, Welsh Books Council, Castell  
Brychan, Aberystwyth, Ceredigion, SY23 2JB

Tel: 01970 629555 e-mail: [grantiau.cymraeg@llyfrau.cymru](mailto:grantiau.cymraeg@llyfrau.cymru)