



WELSH-LANGUAGE PUBLISHING GRANTS
GUIDELINES AND CONDITIONS
PROGRAMME GRANTS

A GUIDELINES

1 AIMS

The aim of the Programme Grants scheme is to support publishing programmes, by allowing publishers greater freedom and flexibility in responding to the market. It is aimed primarily at books of broad appeal and at publishers with substantial previous output in relevant areas.

The Books Council of Wales also administers the Individual Book Publishing Grants Scheme, which supports titles of more limited appeal as well as popular books by smaller publishers. Separate guidelines are available for this scheme.

2 ELIGIBILITY

Who may apply?

The scheme is open to applications from any publisher

- who can offer a programme of eight titles, or more, for the year in question, in relevant categories;
- who has published, on average, eight titles or more each year for the previous three years with support from the Books Council of Wales.

Which books are eligible for support?

- The scheme supports a wide range of books for adults and children, including leisure titles, factual books, biographies and fiction.
- **Exceptions:** The scheme is not aimed at books of more limited appeal, nor does it fund textbooks, formal grammars, research theses which have not been re-written, fine editions and books of very local interest.
- **Size:** In general, all books, other than books for small children, are expected to contain at least 48 pp. of text. Exceptions to this rule should be discussed in advance with the Publishing Development Department.
- **Bilingual:** Some bilingual books may be included in a programme, on condition that they are bilingual throughout *or* the Welsh-language element constitutes a substantial, self-sufficient unit within these publications.
- **Reprints:** A part of the programme grant is allocated for the support of reprints and new editions. However, no grant can be made for the reprint of a title which has already received grant-aid within the preceding year. Priority will be given to grant funded titles, but grants may be made for reprints of works originally published without the support of the Books Council of Wales, provided that they conform to the requirements of the scheme.

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

3 ASSESSMENT CRITERIA AND PRIORITIES FOR APPLICATIONS

In administering this scheme, the Books Council of Wales aims at supporting a broad range of material across all of the programmes supported. It will not fund a disproportionate number of titles in any one category.

These are the current **priorities** for books which the Council wishes to support through this scheme:

- good, popular books where sales are likely to be higher than the annual target;
- popular, plot-driven novels;
- popular autobiographies, and autobiographies that offer a variation on the traditional chronological form, with particular regard to autobiographies by women as well as men of diverse ethnic backgrounds.
- popular books that are representative of the diversity of society and with consideration given to articulating the life experiences of black, Asian and minority ethnic writers, as well as others with the protected characteristics of the Equality Act 2010.
- factual books with print-runs that are equal to or greater than the annual target;
- original fiction for older children and young adults;
- books for learners of Welsh.

Applications will be assessed according to the following **criteria**:

- the likely quality of the content, based on the previous record of the authors named;
- the likely quality of production, based on the publisher's previous output;
- the publisher's ability to edit, publish, market and distribute throughout Wales and beyond;
- the publisher's ability and record of adhering to its publishing schedule and to provide accurate information beforehand about forthcoming books;
- the demand for the books. The Council will consider whether proposed books are likely to fill gaps in the market.
- the publisher's readiness to publish material likely to attract new readers;
- sales targets for the first eighteen months;
- print-run: sufficient copies must be produced to ensure sufficient stocks for at least one year;
- value for money.

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

- Each successful publisher will be offered a budget to assist with publishing costs of a specific number of titles during the year in question.
- The purpose of this grant is not to pay for the company's general overheads.
- The Books Council of Wales must be satisfied, before awarding a grant, that the publisher has adequate administrative and financial resources to undertake publication of the titles for which funding is sought.
- 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.

5 APPLICATION PROCEDURE AND TIMETABLE

- Applications must be made on application forms which may be obtained from the address at the end of this document. Detailed lists of the children's books and adults'

books should be submitted in order of publication in addition to submitting an Information Sheet (AI) for each book

- The Council will not ask to see typescripts of proposed titles. Nor does it expect that all books will have been completed at the time of application. It is important, therefore, to include sufficient information to enable the Council to assess the type of books offered.
- The publisher may exchange some titles during the year, provided that this does not impair the programme's balance, and that of the Council's provision generally (i.e. all publishers' programmes taken together) and that it maintains value-for-money.
- Applications are considered once a year in March by the Welsh-language Publishing Development Sub-Committee. The closing date for applications is before Christmas; the exact date will be advertised beforehand.
- All grants are offered in accordance with general conditions (Section B, below), 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

- Programme Grants are paid in three equal instalments for the first three quarters of the financial year. The fourth instalment is divided into two payments, one to be paid at the beginning of the fourth quarter and the other towards the end of the financial year.

7 MONITORING AND EVALUATION OF WORK FUNDED

As the Welsh-language Publishing Development Sub-Committee does not have sight of manuscripts in advance, under this scheme, the published material is assessed to:

- ensure that output offers value for money;
- measure the publisher's performance against targets;
- respond to publishers concerning their output and performance;
- gather information relevant to the consideration of publishers' applications for the following year.

Every year, the Publishing Development Department draws up a report, appraising each publisher's programme. The report is based on comments received from the Welsh-language Publishing Development Sub-Committee and consultations with the Council's other departments. This report is sent to the publisher and discussed at an appraisal meeting between the officers of the Publishing Development Department, members of the Sub-Committee and the publisher. The aim of the meeting is to agree on a number of action points for the following year.

It should be emphasised that such appraisal is intended to be constructive: by these means, the Council hopes to respond to publishers in a way which can help them strengthen and develop their work.

Annual targets are set in the appraisal meetings.

The Publishing Development Department will also ask for sales figures (6 months and 18 months) annually on the first of September.

In addition, the Publishing Development Department reserves the right to ask for evidence of expenditure on the production of specific titles when required.

B GENERAL CONDITIONS

- 1 The programme grant is offered on the basis of the information contained in the application and in any supplementary correspondence. The Council will assess the published programme on a value-for-money basis, and if it judges that value-for-money was not forthcoming, it is possible for the Council to deduct the requisite amount from the following year's grant.
- 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 Council retains the right to ask for proof of any external payment from the publisher, e.g. invoices for overseas printing, payments for illustrations, etc.
- 4 The programme grant is offered for the list of titles agreed by the publisher and the Council at the beginning of the financial year. The publisher must give prior written notice, by letter, e-mail or fax, of any changes to the programme list. The publisher is allowed to substitute titles, as long as any changes to the list do not unduly affect the balance of the programme as a whole.
- 5 The following acknowledgment should be made in all books which have been awarded a grant: "Mae'r cyhoeddwr yn cydnabod cefnogaeth ariannol Cyngor Llyfrau Cymru". ["The publisher acknowledges the financial support of the Books Council of Wales".] If not acknowledged in the appropriate manner, the Council reserves the right to withhold up to 10% of the grant.
- 6 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. 23).
- 7 All titles in a programme should be published in good time by the end of March. Any title received by the Distribution Centre after this period will be considered part of the following year's programme and a sum corresponding to the grant for the title in question will be deducted from that year's final payment.
- 8 All grant-aided books are required to display a 13 digit ISBN number and bar code on the cover of each publication.
- 9 The advance bibliographical information about any grant-aided book should reach the Books Council of Wales's Information Officer at least three months before publication, in accordance with the guidelines set down by the Council.
- 10 All information about grant-aided titles on Gwales should be updated regularly by the publisher, before and after the publication of the book. Any changes in price or availability should be fed to the Council regularly, until the book is out of print, and the publisher has decided not to reprint.
- 11 In the case of reprints or new editions, the year of publication of the reprint or new edition must be displayed clearly.
- 12 As a rule there must be at least six months between the publication of similar books by the same author.
- 13 The author must receive and sign a contract with the publisher. Royalties should conform to trade norms and should be paid regularly. The author should also be sent regular statements, at least once a year.

- 14 The number of copies published must be indicated on the claim form.
- 15 The Department may claim up to four copies of the book from the publisher's stock in the Distribution Center for evaluation purposes.
- 16 The publisher should inform the Books Council of Wales of any financial support received from other sources towards the publication of a programme book; this should be done either in the application form or in the claim form.
- 17 All books which are in receipt of a grant are required to be available through the Books Council of Wales's Distribution Centre on the Books Council of Wales's terms. The books should be available to retailers on the usual commercial terms (i.e. a minimum discount of 33.33%) unless otherwise agreed.
- 18 It is a condition that grant-aided books be delivered to the Books Council of Wales's Distribution Centre before or at the same time as they are available by other means to any distributor or retailer, and released for sale at the same time by the publishers and the Distribution Centre.
- 19 If a book is available in both English and Welsh versions, and one of those versions has received grant support, then both versions must be available through the Distribution Centre in accordance with the terms specified in conditions 17 and 18.
- 20 All grant-aided books should be in print and continuously available in the Books Council of Wales's Distribution Centre for at least one year after publication. It is expected that the first run will be sufficient to meet market expectations. International co-editions and seasonal books, for instance some books published for Christmas, are excepted. Otherwise, if a book goes out of print within a year, and the publisher is unwilling to reprint, the Council may claim a refund of £1,000 per title.
- 21 In the case of grant-aided books, 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.)
- 22 All publishers are required to provide sales figures for all titles for a period of up to eighteen months from the publication date.
- 23 The publisher for himself (and others) covenants with the Books Council of Wales 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 .
- 24 The Publishers are expected to bear the cost for the basic marketing of the title. This entails: organising and paying for the attendance of their own staff and the author/editor at an event; basic advertising in community newspapers etc.; printing invitations, posters (particularly in the case of printer-publishers); producing press releases and organising FB and Twitter coverage.
- 25 Reprints. Some programme publishers are paid a small grant for publishing reprints for books that initially received publishing grants.
- 26 Programme publishers are expected to send a copy of their annual accounts to the Books Council after they have been audited or prepared by an accountant.

- 27 A book aimed at Welsh learners in receipt of a Books Council grant is expected to comply with the language standards of the National Centre for Learning Welsh. Therefore, the books have to go through the Books Council Editorial Team to be edited to those standards, as well as proofreading. By going through this process the book will be able to be branded as part of the Amdani series and promoted through the Centre's network. The publisher should consult the Books Council's Design Team to ensure that the design complies with the series.
- 28 All original Books Council funded books are expected to be published as an e-book as well as being placed on folio.cymru at the same time as the paper publication or within a maximum of six months.

Application forms and further advice can be obtained from:

Lynne Williams, Publishing Development Department, Books Council of Wales,
Castell Brychan, Aberystwyth, Ceredigion, SY23 2JB
Tel: 01970 629555 e-mail: grantiau.cymraeg@llyfrau.cymru