

THE BOOKS COUNCIL OF WALES NEW AUDIENCES GRANT

What we're looking for

We're pleased to announce that Welsh Government has provided us with funds to strengthen and diversify the provision we currently support. We'd especially like to hear from you if you're new to publishing in Wales or to us as a Books Council, if you think we can, in any way, help you to:

- develop new authors or contributors from ethnically diverse backgrounds from Wales and provide them with the support and opportunities they may need to be published in Wales;
- target new audiences in Wales, develop original material and/or use media channels or formats currently not funded;
- set up a business or publication that will strengthen and diversify the current offer in Wales.

If you already publish books or magazines, we also welcome applications that help to achieve these objectives. These grants prioritise new authors and audiences and not the actual production of published material, for which we have other grants, which you're welcome to discuss with us at any time.

The grants available:

Band A – Up to £2,500

Band B – £2,501 to £15,000

Band C – £15,001 to £40,000

We welcome joint applications but we will only accept one application per individual or company.

Who can apply?

We want to hear from you if:

- you're as passionate as we are about strengthening and diversifying the publishing industry in Wales;
- you publish books or magazines and have your head office in Wales;
- you're looking to develop a business, network or project in Wales that supports the goals outlined above;
- you're already a business, not-for-profit organization, or an individual registered as a self-employed publisher with HMRC.

We want this process to be as quick and easy as possible, but if you have any questions or need additional support to apply, please contact us on post@books.wales and we will get back to you as soon as possible.

We're flexible as regards how much information you decide to provide but we will not consider applications that are over the maximum suggested.

BAND A – Up to £2,500

Tell us in up to 500 words about your plans for the grant you're applying for and what you hope to achieve.

BAND B – £2,501–£15,000

Tell us in up to 750 words what you are hoping to achieve, and how that helps to reach the aims outlined at the beginning of this document, including your previous experience as well as an outline of timeline and costs.

BAND C – £15,001–£40,000

Present your idea in up to 1000 words and tell us how your proposal helps us reach our goals as outlined in this document as well as in our Strategy for the next five years. Please include a full business plan that outlines:

- how your project will be run and managed, where you get your ideas and how you ensure that you have a strong management team;

- how you'll develop opportunities in publishing for administrative posts, authors and/or artists, which will diversify and strengthen the publishing industry in Wales and how your project will develop new content and reach new audiences;
- how you'll identify and reach those new authors and audiences;
- how you can make sure that the business will be financially sustainable, and what other income sources you'll be looking for to keep the business going after this project;
- what risks you face and how those risks can be dealt with;
- what other support you can draw on, e.g. advisory board.

Timetable

We want to be able to process the awards quickly so please fill in this form

<https://forms.office.com/r/PntsjEEbch>

by 12 noon on Monday 14th of March 2022.

NB **BAND C** applications will need to be accompanied by a full business plan. Please send it to post@books.wales by the same date.

What will happen next?

1. We will decide on the funding by considering the information you share with us.
2. If necessary, we may get in touch to ask you to explain parts of your application.
3. Once your application has been approved, we'll make a payment to you immediately. It will likely be for the full amount, but we reserve the right to offer less than you've asked for or to pay larger grants in instalments.
4. We'll ask for a report after six months and may ask for more frequent reports for larger grants.

We hope to decide on the grants within 10 days of the closing date. If the number of applications makes this difficult, we'll contact you to discuss a new timetable.

This decision will be final, but you may complain if you're worried that we didn't follow the correct process in dealing with your application.

Further information

If you need to discuss the scheme further, please get in touch on post@books.wales and we'll be happy to help.

We'll try to answer your questions as soon as possible. If you want us to call you, please give us your number in the email and we'll call you back.

Please make sure that the information you provide is full, clear and honest. If we find that the information you provide is misleading in any way, we may need to reclaim the grant or take other action if need be.

Freedom of Information

We're committed to being as open as possible. We believe that the public have a right to know how we spend public money and how we decide on funding. Although we are not a public authority under the Freedom of Information Act 2000, as our money comes from the Welsh Government we may be required by law to provide your application and our assessment of it to members of the public who request access under the Freedom of Information Act 2000. We won't release those parts of the documents that fall under any of the Act's exemptions. Visit the ICO website for further information and details of the exemptions. We may publish the amounts awarded from this fund in our annual accounts.

To make a complaint

If you are unhappy with the way we handled your application, you can ask for a copy of our Complaints Process. Please note that you can only complain if you believe that we have not followed our process in dealing with your application. You cannot use the complaints process to appeal against the decision.

Data protection

It is important that you're aware of our obligations and responsibilities under the General Data Protection Regulations. They control how we collect, manage, share and store personal data and your rights in that context. There is more information in our privacy policy. We will not disclose personal data or sensitive personal data (as defined in the Regulations) without your permission unless there is a legal duty to do so.