

**BOOKS COUNCIL OF WALES**  
**Tender for Welsh-language Magazines**  
for  
2023-27  
**Guidelines**

**1 INTRODUCTION**

The Books Council is looking for opportunities to support Welsh-language magazines of all kinds that will appeal to all kinds of diverse audiences. There are opportunities for existing magazines and we would welcome brand new ideas. If you are new to the process or to publishing Welsh-language magazines, then please contact [arwel.jones@llyfrau.cymru](mailto:arwel.jones@llyfrau.cymru) to arrange a conversation.

**2 CONTEXT**

This tender is expected to be very competitive. Competition is a natural part of the process of ensuring that public money is awarded fairly, it's an opportunity for new applicants to seek support, as well as being an opportunity for current titles to consider their direction and seek financial support once again.

However, this year, other factors mean that this could be an unusually competitive process. The grants for the current titles have not increased for quite some time. Production costs and the cost of living have increased and are likely to continue to increase between announcing and awarding this tender, and beyond. Furthermore, as always, our hope is that new, exciting titles will join the race. But there has been no corresponding increase in the funding provided by the Government to the Council.

As a result, it is almost inevitable that there will be changes in the number and type of titles supported.

The Council's vision for the next five years is set out in our strategy 'Wales: A Reading Nation' [Strategic Plan 2022-2027](#) It would be very useful for you to study this strategy and consider which element or elements of the strategy your magazine could help achieve.

**3 TYPES OF MAGAZINES**

The aim of the scheme is to ensure the publication of a variety of high quality and lively magazines in Welsh. We hope to support magazines for children, young people and adults that feature good writing and quality journalism.

We firmly believe that magazines are an important part of Welsh-language culture, and we would expect the supported magazines, overall, to deal with many diverse topics. As an organisation that supports books, we also see an important place for the magazines to regularly review Welsh-language books and Welsh-themed books relevant to their field.

**4. NEW IDEAS?**

The fund is open to titles that already receive money from this budget. The Council would welcome hearing about new plans from these titles in terms of content, design, medium and frequency of publication.

But ideas about brand new magazines would also be particularly welcome. In this context, it would be possible to consider a different publication pattern during the first few months of publication in order to allow time for a new magazine to establish itself.

## **5. DIVERSITY**

Over the past few years, we have consistently emphasised how important diversity is to our vision for publishing in Wales. This tender is a great opportunity for the magazines to share with us how they can contribute to that vision. (If you are seeking support for the first time, see Appendix 1 for a letter sent to current magazines in February 2022.)

Diverse content means magazines that reflect Wales as a whole, which will therefore be more interesting and likely to offer something different to the current audience and, hopefully, attract a new audience.

## **6 THE GRANT**

The total budget for magazines will be £380,000 per annum. This money is part of the Publication Grant which comes from the Welsh Government.

This total will be divided into two funds: £40,000 for titles that apply for funding of £10,000 and under and £340,000 for titles that apply for funding of £10,001 and over. The application pathway for the former will be much simpler than the pathway for the latter.

The total budget is unlikely to increase over the period of this tender and any offer will be made subject to continued funding from the Welsh Government.

Each application will be expected to have been thoroughly costed so that the project over the tender period is sustainable within the grant applied for by the publisher.

However, the publisher is also expected to clearly state how the application can adapt to cope with a substantial increase in costs or an unexpected reduction in the grant.

## **7 THE TYPES OF MAGAZINES NOT SUPPORTED BY THE GRANT**

**The scheme does not support:**

- educational magazines. These are the responsibility of the Welsh Government's Education and Skills Department.
- magazines published by organisations, unless the organisation has a general appeal, and the material is of interest to those outside the organisation;
- magazines with a local appeal. Support is limited to national magazines or publications that reach a wide audience across a large part of the country.

## **8 MAIN FACTORS OF IMPORTANCE TO THE PANEL**

**Topic:** The Panel will consider how the whole grant supports a variety of magazines. The quality of content and production will be key but an excess of applications in similar areas may be a factor in making the final choice.

**Sales:** In the context of their potential audience the magazine will be expected to reach as many readers as possible. A genuine effort to reach, retain and attract readers is expected. The Panel will therefore examine:

- Promotion and marketing plans;
- Digital plans;
- Publication plan and the ability to adhere to a publication schedule;

- Distribution plans.

**Standard:** To reach the above potential, the quality of the publication is extremely important. The editing is expected to be lively and thorough, and the design and production should contribute towards reaching the target audience. The Panel will therefore consider:

- Editorial vision
- Visual policy
- Production policy

**Level of support/income.** The magazine will be expected to raise at least one third (33%) of its income from sources other than this grant.

[This means that the grant can contribute up to two-thirds [66%] of the magazine's total income. At least 33% should be generated by sales, advertising and sponsorship. It is also possible to recognise non-financial contributions ('*in kind*') as part of the magazine's income. [See Appendix 2]

In order to ensure that the magazine pays its way and offers value for money, the Panel will examine the following:

- Sales forecast
- Prospects for attracting sponsorship, funding and non-financial contributions ( *in-kind* )
- Pricing policy
- Value for money for the publication grant.

These priorities and criteria are of equal importance.

## 9 DIGITAL CONTENT

We are keen to ensure that the magazines have a digital presence. All applicants will be expected to show that they have considered their publication's relationship with the digital world and how they share content digitally and the attention that content receives.

## 10 TIMETABLE

Advertisement - July

Closing Date – 26 October

Awarding – following the November meeting of the Publishing Development Sub-Committee.

The new grants run from 1 April 2023 to 31 March 2027 and are dependent on continued funding from the Welsh Government.

## 11 THE APPLICATION

A Panel from the Publishing Development Sub-Committee together with external experts will determine the successful applications.

We reserve the right to interview first-time applicants, but as a rule we will not interview applicants for this tender.

## 12 THE APPLICATION

You should take particular care to ensure that the application is completed in full. Make a careful note of the checklist at the beginning of the application form to ensure you include all necessary items.

- You should submit the application
- in Word and PDF format
- to [post@llyfrau.cymru](mailto:post@llyfrau.cymru)
- with the name of the magazine and 'APPLICATION FOR WELSH-LANGUAGE MAGAZINES 2023-27' in the text field
- by 12:00 (midday), on Monday 24 October 2022.

You're welcome to present your application in Welsh or in English.

APPENDIX 1

RAJ/JH

10 February 2022

Dear colleagues

### **Diversity in magazines supported by the Books Council**

As you know, ensuring that Wales in all its diversity is represented in the magazines we support has been a key priority for us over the last eighteen months. We are continuing a programme of training sessions and discussions, internally and with external partners to enable us to achieve the necessary changes.

Thank you very much for your cooperation with our internal review of the magazines we support. We understand that this information was not easy for you to gather, but it has given us a very useful foundation to build on in order to measure change. We have completed a similar survey of books for adults and the assessment of children's books is almost complete.

In the meantime, as you plan for the new financial year, we are contacting you to discuss this topic in more detail. We would like to clarify that we define diversity broadly to mean those characteristics protected under the Equality Act 2010: race, disability, gender, sexual orientation, gender reassignment, religion or belief, marriage and civil partnership, age, pregnancy and maternity. However, we recognise the priority that needs to be given to racial equality, and you should assume that when we use 'diversity' generally in this letter or in our documentation, particular emphasis is placed on ethnic diversity.

As you know, the magazines are very diverse, varying in content from material for the smallest children to literary criticism. In general, current affairs magazines tend to cover diversity and underrepresentation more than other magazines. We respect your freedom to respond in your own way in order to ensure fair representation, bearing in mind that it goes deeper than just dealing with these topics, but also includes using writers from diverse backgrounds to write about general topics, as well as including diverse visual elements, and working with volunteers, staff and freelancers from diverse backgrounds. By working with a diverse team, the content is much more likely to be diverse. We therefore encourage you to make every possible effort, when recruiting people, to advertise widely and in communities that are new to you, emphasizing that you welcome applicants from diverse backgrounds.

Because magazines have a faster publication cycle than books, we are pleased that many of you have responded promptly to this discussion. The questionnaire has also prompted many of you to think deeply and carry out your own surveys on the nature and diversity of your contributors.

Magazines receive many unsolicited contributions, some of which respond to the content or theme of the magazine, but the editors also rely heavily on their own knowledge and their editorial boards when looking for new content, and proactive commissioning of articles and reviews remains essential.

Some of you referred to the small pool of journalists already in Wales, noting that the pool of journalists from diverse backgrounds is even smaller. Proactively increasing the number of authors who are

currently underrepresented in your publications is one step in addressing this issue. This does not mean compromising on quality, but it is very important that the paths to publication are clear, and that publishers' doors are open for authors to submit their work.

We all agree that it will take time to identify and nurture writing talent and turn those writers into published authors. It was suggested that we should look at ways of supporting co-authoring and developing a relationship between authors and editors to foster a new wave of contributors.

We recognise the importance of the magazines as a place to nurture writers for the wider publishing industry. We believe that developing and expanding your network of contacts is key to achieving measurable change. If we want to find new writers we will have to search in different places, make new connections and look for different networks, e.g. partnering with various associations and organisations that represent underrepresented groups, and using media such as Instagram, Twitter, Reddit, podcasts etc.

You also drew attention to the need to be able to pay contributors fairly in order to ensure better representation of currently underrepresented groups, and we will consider this point when issuing the next tender for the magazines.

This is particularly true of writers from diverse ethnic backgrounds who work through the medium of Welsh, where the numbers are so much smaller. We are fully committed to this work and recognise that it may take a decade or more to reach our target. We will be looking for partnerships to help achieve this and welcome any ideas or projects from publishers who want to use the publishing process to nurture new talent.

As editors you understand the importance of considering diversity when commissioning, as this ensures diverse content that covers all sections of society as is appropriate for your publication. When writers write about areas beyond their own experience, we suggest commissioning feedback from individuals or associations representing different groups to make sure the work is true to the lived experience of that community.

While this in itself is a matter of fairness within the Welsh-language and Welsh publishing world, one of the most impressive messages of the survey was that diversity means that your magazines are more interesting, and that more interesting magazines make the content more appealing to the existing audience and also more likely to reach new audiences. So there are sound moral and commercial reasons for moving enthusiastically in this direction.

Diversity review will be part of our grant application and evaluation system, and our grant guidelines and conditions will be informed by these considerations to enable us to measure progress.

A diverse and fair representation in terms of content starts with a better representation of writers from diverse backgrounds and making the visual content of each magazine as representative as possible of contemporary Wales. This is a challenge for the whole sector, especially in the Welsh language, and we are here to support you and we will work with other agencies in the creative industries to develop new talent. As publishers you play a key role in further developing our sector: mentoring and training new writers and artists, and inspiring more experienced writers with the aim of removing as many barriers as possible.

In summary, we will:

- look for partnerships and promote opportunities to nurture and develop writers from diverse backgrounds;
- make the routes to submit and publish clear on our website;
- prioritise grants for people from diverse backgrounds;
- continually strive to find artists / photographers / illustrators / designers from diverse backgrounds for internal use and to recommend them to publishers;
- providing clear advice and guidance to publishers who should not be afraid to take positive action;
- consider how we can support magazines to pay contributors from more disadvantaged backgrounds;
- organise training as needed.

We will also support you to ensure that:

- there is information on your website about your commissioning process which makes it clear that you welcome and prioritise works from authors from diverse backgrounds;
- the routes to submission and publication are clearly outlined on your website;
- your information includes a clear policy on equality, diversity and inclusion;
- you make open and specific calls for work from writers from diverse backgrounds using new and different media and platforms;
- you commission writers from diverse backgrounds, and if they are inexperienced we will support you to be imaginative when offering opportunities to co-author or gain experience by offering shorter commissions etc;
- you make the visual elements of the publication as diverse as possible;
- you continuously strive to find artists / photographers / illustrators / designers from diverse backgrounds;
- you use readers who have lived experience of the features discussed, when authors discuss content that is unfamiliar to themselves or the editor;
- you contact associations that represent communities with characteristics or conditions unfamiliar to the author or editor, for guidance.

We look forward to discussing this further over the coming months. Feel free to get in touch with any specific enquiries.

Yours sincerely

**RAJ**

## Appendix 2

### Guidelines for Non-Financial Contributions ('In Kind' )

Non-financial contributions (*in kind*) will be considered when assessing the applicant's income and deciding on the level of grant to be provided, in accordance with the match funding ratio criteria of 2:1, as required by the Welsh Books Council. Applicants should use the following guidelines when calculating the value of their contributions in kind. You'll need to explain to us how you have calculated this.

- The contributions can include computers or any other equipment provided; use of property specifically provided, and office space and associated costs provided by the supporting establishment. They should be priced as follows: the cost of equipment given should be included according to the advertised market price if new, or a reasonable estimate of the second-hand value if not new. The value of the property provided for the establishment should be calculated according to the appropriate value on the market; and office space should be calculated and the associated costs including phone calls, photocopying and so on according to the appropriate market value. If this is shared with other users, the cost should be shared proportionately.
- The applicant will be required to show how the market value has been calculated for items that are rented or purchased. Evidence of market value should be provided, including published rates for hiring property, or a price list for equipment and services.
- Supplier discounts can be considered as contributions in kind, if they indicate clear support for the establishment, for example a printing discount from a printing company in Wales, given specifically in recognition of the role of the establishment in the culture of Wales. But the supplier must confirm that discounts in accordance with these criteria are specific discounts to the establishment as a contribution, rather than a standard commercial discount.
- Advice and specialism from specialists, provided free of charge, and other kinds of voluntary labour given to the establishment can be calculated as contributions in kind. The rates for voluntary labour contributions can vary greatly, depending on the nature of the work carried out.
- You should calculate the rate according to the appropriate market rate for what it would have cost you to hire the labour or services given. We will need to see clear evidence of how you have calculated the rates you have used. Your evidence can include published daily rates for advice services or legal advice, or estimates of what would be the reasonable payment for the kind of work provided, for example the intern rate should be calculated according to the minimum wage in order to reflect the basic administrative nature of the role. If an intern is employed as a *quid pro quo* with a supporting establishment, this should not be considered as contributions in kind because in this case the service is provided to the participant.
- The members of companies limited by guarantee (not for profit designation) should not receive any financial reward for their expected duties as members of the board. If a member of a board provides voluntary labour or services, they would technically be receiving a financial sum for this labour or service, because of their financial value. Therefore, any voluntary labour or services given by members of boards of companies limited by guarantee will only be considered if the work is beyond their normal expected duties as members of the board, and it can be clearly proven that it does not represent a conflict of interests.