



# CYNGOR LLYFRAU CYMRU BOOKS COUNCIL of WALES

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## ENGLISH-LANGUAGE PUBLISHING GRANTS GUIDELINES INDIVIDUAL LITERARY BOOK GRANTS

### 1 AIMS

The scheme funds the publication of mainly literary and occasionally artistic and cultural books of Welsh interest or by writers living in Wales, for adults or children. Grants are offered as contributions towards anticipated deficits.

### 2 ELIGIBILITY

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

The scheme is open to publishers in Wales who have a regular publishing programme, or have viable plans to establish such a programme. Publishers outside Wales who wish to publish eligible books may also apply, but must demonstrate that no other funding is available to them. Applications cannot be accepted from authors, self-publishing entities or publishers who wish only, or primarily, to publish their own work (see the **Information for Authors**, <https://llyfrau.cymru/en/awduron-2/>).

#### ***Which books are eligible?***

The scheme is targeted at books of literary merit which are of Welsh interest or by writers living in Wales. Writing of high quality and occasionally other books of significant cultural interest are supported and categories usually eligible for support include poetry, fiction, biography, plays, literary criticism, history (but not local history), current affairs and translations from Welsh into English of any of these. Works about other art forms will also be considered. We welcome applications for books that help to increase diversity in the provision available, in particular work that articulates the life experiences of black, Asian and minority ethnic writers, as well as others with the protected characteristics of the Equality Act 2010.

The Books Council of Wales is willing to hear the case for the literary merit of any other category of book not listed here. As a general guide, however, excluded categories include guidebooks, self-help, hobbies, professional texts or journals and music scores.

All books (except, occasionally, books for small children) must contain at least 48 pages of text.

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

### 3 ASSESSMENT CRITERIA AND PRIORITIES

Applications will be assessed according to the following criteria, as appropriate:

- the literary merit of the work (in terms of style, structure, imagination, originality, contribution to critical debate, etc.);
- the quality of the author's previous work (where a completed typescript is not available);
- the publisher's ability to edit, publish, market and distribute throughout Wales and beyond;
- the degree to which the publisher's need for funding is demonstrated.

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

- The total annual budget for this scheme is in the region of £60,000.
- There is no minimum or maximum grant, but in general the Books Council seeks to meet the difference between the costs of publishing a book and the likely income from sales of this title in the first two years.
- There is no restriction on the number of applications a publisher may submit, but please bear in mind that competition will be fierce and funds finite.

### 5 APPLICATION PROCEDURE AND TIMETABLE

- Applications must be made on the application form [GA ILBG (2021)] which may be obtained from the address at the end of this document.
- The completed form must be accompanied by a complete typescript of the book. In certain cases, a sample and/or synopsis may be acceptable, but publishers who wish to explore this option should contact the Publishing Development Department before submitting their application (please note that such applications will be competing against full manuscripts that have, in some cases, also been fully edited).
- Publishers should highlight any additional information which will help the Books Council make an informed judgement (e.g. about illustrations or other material not signalled in the typescript).
- Typescripts may be submitted before creative editing is undertaken or completed, but it is the publisher's responsibility to make clear, in the provided space on the application form, the extent and type of work to be done. The publisher must also note the anticipated timescale for completion of outstanding work and give the name of the editor who will work on the typescript. Applicants are also referred to the section on Assessment Criteria and Priorities in respect of this point. Publishers are advised that if the editorial work or authorial rewrite needed is so extensive as to raise doubts as to the likely quality of the end product, the Books Council may defer a decision on the application and request the publisher resubmits the application after further work has been undertaken. While the publisher will not be asked to resubmit if there is no likelihood of a grant, no promise can be offered that a grant will be awarded on resubmission, and the manuscript will be subject to the usual assessments of literary merit.
- The Books Council of Wales will commission its own report(s) on the submitted work, which will recommend to the English-language Publishing Development Subcommittee whether a grant should be offered. Copies of these reports will be sent to the publisher. The identity of the Books Council's reader(s), however, will only be made known with their consent.
- Applications are considered by the English-language Publishing Development Subcommittee, which meets four times a year, usually in February, May, July and October. Deadlines for applications are posted on BCW's website and may also be obtained from the address below. Applicants will be informed of decisions within a week of the Subcommittee meeting.

- Grants will not be awarded retrospectively. Publishers should allow sufficient time between a Panel meeting and the planned publication date (six months) to avoid committing to publication before hearing the outcome of their application. Should the publication date be too close to the date of the Subcommittee meeting, the Panel may assume that there is not a genuine need for grant-aid.
- All publishers in receipt of an Individual Publishing Grant must adhere to the General Terms and Conditions [GT&C ILBG (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 familiarise themselves with this document before proceeding with an application.

## 6 PAYMENT OF GRANTS

The Books Council of Wales will release the grant to the publisher upon receipt of a completed claim form [GC ILBG (2021)] and confirmation that copies of the book have reached the Distribution Centre. Four complimentary copies of the book will then be ordered directly from the Distribution Centre. 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 conditions of grant aid [GT&C ILBG (2021)]. Please note that grants that have still not been claimed 12 months after the publication date noted on the application form will be automatically revoked.

## 7 MONITORING AND EVALUATION OF WORK FUNDED

The Books Council will ask publishers to provide regular updates of sales figures for titles supported under this scheme and may also require copies of reviews to help monitor quality. It is condition of the grant that these figures should be supplied.

## NOTES ON COMPLETING THE APPLICATION FORM (as referred to on the form)

1. **Category** Please insert the Category of book you intend to publish. The Book Industry Communication (BIC) Standard Subject Categories & Qualifiers scheme is the standard classification scheme for the UK book trade and other English-language markets, and a full list of categories can be found at [www.bic.org.uk/productinfo-subjectcat.html](http://www.bic.org.uk/productinfo-subjectcat.html). The main relevant category headings are as follows, but please see the full list for more detail:
 

A The Arts	G Reference, Information & Interdisciplinary Studies
B Biography & True Stories	H Humanities (History, Archaeology, Philosophy, Religion)
C Language	J Society & Social Sciences
D Literature & Literary Studies	W Lifestyle, Sport & Leisure
F Fiction & Related Items	Y Children's, Young Adult & Educational
2. **Format** The format of the book you intend to publish should be appropriate for the category of book and follow industry norms, e.g. 'A format', normally a trimmed page size of 178 x 111 mm (unsewn), is the usual format of mass market paperbacks; 'B format', normally a trimmed page size of 198 x 126 mm (unsewn), is the usual format for paperbacks favoured for non-fiction and literary fiction. If in doubt, please consult the Books Council. Grants will not be awarded for books which have inappropriate formats or poor production standards.
3. **Publication Date** Please give a full publication date. You may amend this, if necessary, as long as adequate notice is given and the title does not slip beyond 12 months; see the General Terms and Conditions of Grant [GT&C ILBG (2021)]. Where only a month and year are given, the default date of the 15<sup>th</sup> of the month will be used by the Books Council.

4. **Royalties** The Books Council usually bases grants on royalties of 10% of the cover price; see the General Terms and Conditions of Grant [GT&C ILBG (2017)].

**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)**



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## ENGLISH-LANGUAGE PUBLISHING GRANTS

### GENERAL TERMS AND CONDITIONS INDIVIDUAL LITERARY BOOK GRANTS

- 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 reserves the right to reconsider or revoke 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 number of copies printed must be indicated on the claim form. The grant recipient should notify and seek the consent of the Publishing Development Department of any changes to the proposed print run in advance. -The Books Council reserves the right to reduce the grant if the print run is altered.

The following acknowledgment must be printed on the title verso page in all books which have been awarded a grant or which have been worked on by staff whose posts are supported by grant aid: The publisher acknowledges the financial support of the Books Council of Wales. In addition, where the logos of other funders/sponsors/supporters appear on the title verso page, cover or elsewhere in the book, the publisher must include the Books Council logo in addition to the wording given above. The financial support of BCW should also be acknowledged at all public events aimed at promoting or marketing supported titles. Failure to include a proper acknowledgement may result in a reduction of up to 10% of the grant payable. 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. 28).

All grant-aided books are required to display a 13-digit ISBN number and corresponding bar code on the cover of each publication.

Timely bibliographical data (including ISBN, title, author, publisher, price, publication date, category and a short description) should reach the Books Council's Sales and Information Department a minimum of six months before publication or within two weeks of the publisher receiving an offer of grant, whichever is the shorter period. This information will then be displayed on *gwales.com*.

An image of the book cover (a good draft rather than the final version is acceptable in the first instance) should reach the Books Council's Sales and Information Department a minimum of three months before publication. The cover will then be displayed on *gwales.com*.

The grant recipient should use the online proforma to submit all bibliographical information and cover images. Access to the online proforma is via a password, which can be obtained by contacting the Sales and Information Department. Where this is not possible the grant recipient should discuss this with the Sales and Information Department and the Publishing Development Department.

The publisher must update immediately all information about the title held on *gwales.com* (bibliographical information, short description and cover image) as and when any changes occur before and after publication, until the book is out of print. The grant recipient should make any necessary changes via the online pro-forma (or as advised by the Sales and Information Department). Additional publisher information may be submitted electronically at the publisher's discretion, including a table of contents, author biography, quotations from reviews and details of prizes won.

In addition to managing the flow of accurate information to the book trade, the grant recipient should inform the Publishing Development Department of any delays to the publishing date (or other particulars, e.g. change of title) in good time and a minimum of three months in advance of the original publication date. If the book is not published within three months of the publication date supplied to the Publishing Development Department, the grant may be automatically revoked. Any grants that are unclaimed 12 months after the publication date noted on the form will be automatically cancelled.

Grant-aided books must not be published during December and no grant will be awarded to any title scheduled for publication in December. Copies of any November titles must reach the Books Council's Distribution Centre by the last Wednesday in November. Books published in December, or November titles which arrive at the Distribution Centre after this date, will be subject to a reduction of £200 in the grant payable.

In the case of reprints or new editions, the year of publication of the reprint or new edition must be displayed clearly.

- 4 The author must receive and sign a contract before the book is published and at the same time as the publisher commits to publish. Royalties must be paid regularly. Royalties or fees should conform to the usual trade practice, but the Books Council usually awards grants on the basis of a royalty of 10% of the cover price (gross) for books which receive Individual Literary Book Grant, an Author Advance Grant or a book included in a Revenue Publishing Programme. However, where there is a discount to the trade in excess of 55% then the publisher may negotiate a different royalty for books sold at the higher discount (e.g. a percentage of net receipts).- The author should receive a financial statement and payment if applicable at least once a year and the author's contract should state when such royalty statements and payments may be expected.
- 5 When claiming the grant, the publisher must complete a claim form and notify the Publishing Development Department that the title is available at the Books Council's Distribution Centre. The Publishing Development Department will order the four required complimentary copies directly from the Distribution Centre.
- 6 It is a condition that books funded under this scheme must be distributed within Wales by the Books Council's Distribution Centre. Publishers from outside Wales must, in addition to the actions in clause 14 above, send an agreed amount of copies to the Books Council's Distribution Centre before payment of the grant can be released.
- 7 All non-printing publishers are required to retain invoices for the printing and binding work undertaken. The Books Council reserves the right to request these or any other relevant evidence of expenditure. Publishers are also required to seek a minimum of three quotes to establish the most competitive prices for typesetting and printing at least every 3 years, although more frequent comparisons are recommended.

- 8 Printer-publishers should keep a record of the prices charged in-house for printing books and these should reflect the prices charged to other customers for similar services. The BCW reserves the right to request these or any other relevant evidence of expenditure.

In the case of any grant-aided book, the Books Council should be informed of any financial support received towards the publication of the book from any source other than the Books Council.

The standard of the editing work undertaken and the book's general quality of design and production will be taken into consideration in determining the grant offered and the final grant paid. In cases where the editing or the general design or production is deemed to be substandard, the grant may be reduced. Such substandard editing, design or production may also be taken into account when considering future grants.

All books which are in receipt of a grant are required to be available through the Books Council's Distribution Centre on the Books Council's terms (usually a minimum order of 60 copies of each title, but often higher, on a sale or return basis so that they can be made available to retailers on the usual commercial terms).

It is a condition that grant-aided books are 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, or are available at a launch or other event. The publisher is responsible for the carriage and timely delivery of books.

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 20 and 21.

If a publisher receives core funding from the Books Council, e.g. support for posts, then it is a condition of that funding that all titles published by the publisher, whether in receipt of individual grant-aid or not, must be continuously available through the Books Council's Distribution Centre.

All grant-aided books should be in print and continuously available in the Books Council's Distribution Centre for at least one year after publication. In the event that sale of rights is secured within the initial twelve months after publication that a grant-supported title must be kept in print, the publisher should seek approval and guidance from the Books Council's Publishing Development Department, or face the possibility of having to repay a portion of grant. If a book is unavailable or out of stock during the first year of publication, the Books Council may claim a refund of grant of £1,000 per title. International co-editions and seasonal books, for instance some books published for Christmas, are excepted. Care must be taken that availability is not affected by, for instance, problems with binding, or inadequate print runs. It is the publisher's responsibility to ensure that books reach the Distribution Centre in good time to meet this condition.

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.)

The UK rights of grant-aided titles must not be sold without the prior agreement of the Books Council within the first two years of publication.

All grant recipients are required to provide sales figures for all titles for a period of up to two years from the publication date. The Books Council will request such figures as necessary. The Books Council reserves the right to request other, reasonable information about the performance of a grant-aided book in the course of evaluating the effectiveness of grant-aid and monitoring value for money.

If the purposes for which the grant has been offered are not fulfilled in due time, or if the relevant conditions have not been complied with, the Books Council may require the recipient to return all or part of any grant which may have been paid.

- 9 The publisher for themselves (and others) covenants with the Books Council and their successors in title that the publisher will at all times hereafter save harmless and keep indemnified the Books Council 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.