



ENGLISH-LANGUAGE PUBLISHING GRANTS
GUIDELINES
REVENUE PUBLISHING GRANTS

1 AIMS

The scheme provides support for the staff and literary publishing programmes of publishers based in Wales to promote diversity, ambition and professionalism in this sector. In some cases, a contribution towards overheads is also included in the grant.

The Books Council of Wales also administers Individual Literary Book Grants Schemes for books in English, a Supported Posts scheme for English- and Welsh-language publishers, as well as a Programme Grants Scheme and an Individual Book Grants Scheme for books in Welsh, for which separate guidelines are available.

2 ELIGIBILITY

Who may apply?

Applicants must be established publishers of literary books based in Wales, with a strong track record in publishing books of high quality. Publishers must demonstrate the need for funding.

3 ASSESSMENT CRITERIA AND PRIORITIES

Current recipients will be assessed according to targets set at the beginning of the funding period and recorded in a Funding Agreement. Submissions from new applicants will be assessed according to the following general criteria:

- the publisher's track record;
- the degree to which revenue funding would enhance the publisher's effectiveness;
- the likely quality, in terms of content, design and production, of the publisher's programme;
- the publisher's readiness to support material likely to attract new writers and readers;
- the applicant's ability to market and distribute throughout Wales and (where appropriate) beyond, based on a detailed marketing strategy;
- the applicant's ability to adhere to a publishing schedule and an industry-standard Critical Path;
- clarity of the applicant's role in relation to other publishers. The Books Council will consider whether the applicant publisher is likely to fill a gap in provision or perform more effectively than an existing revenue publisher;
- the applicant's ability to generate income and attract funding from other sources;

- sales targets for the funding period;
- the appropriateness of the publisher’s management structure;
- the adequacy of the publisher’s resources to meet its targets;
- value-for-money.
- 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.

4 THE GRANT

- The total budget for this scheme is in the region of £200,000 per year.
- Each publisher is offered a budget towards its projected deficit in each year of the funding period (normally three years, subject to the continuation of funding from the Welsh Government). In return, it must undertake to publish a specific number of titles during each year.
- While this grant is intended to help publishers to publish literary titles, publishers must also produce a balanced list of titles. To ensure this balance, individual average sales targets for the publishing programme as a whole will be agreed with each publisher and must be met within 18 months of offering the grant.
- 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.
- In general, the Books Council seeks to contribute to the difference between the costs of publishing and generated income, and the financial situation of the entire publishing house is taken into consideration.

5 APPLICATION PROCEDURE AND TIMETABLE

Current recipients of funding are to be reviewed in 2022. Established publishers of Welsh literature in English or Welsh who wish to enquire about the possibility of revenue funding for the period 2023-2026 period should contact the Publishing Development Department.

6 PAYMENT OF GRANTS

Grants are normally paid in equal sums at the beginning of each quarter. The Publishing Development Department will obtain four copies of each book that is part of the revenue programme list will be obtained directly from the Distribution Centre.

7 MONITORING AND EVALUATION OF WORK FUNDED

The Books Council will request sales figures annually. It will also hold an annual meeting with each revenue publisher to review performance and targets. Individual Funding Agreements with additional areas for monitoring and evaluation will be issued. **For further information, see the General Terms and Conditions of Grant for this scheme [GT&C RG (2021)].**

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**



CYNGOR LLYFRAU CYMRU BOOKS COUNCIL of WALES

MAE'R DDOGFEN HON HEFYD AR GAEL YN SAESNEG / AN ENGLISH-LANGUAGE VERSION OF THIS DOCUMENT IS ALSO AVAILABLE

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ENGLISH-LANGUAGE PUBLISHING GRANTS

GENERAL TERMS AND CONDITIONS REVENUE-FUNDED PUBLISHERS AND PUBLISHING PROGRAMMES

1. The publisher must notify the Publishing Development Department of the Books Council of Wales (BCW) promptly of any changes to the titles or publication dates listed in the annual publishing programme agreed by the Publishing Development Subcommittee.
2. All titles in the publisher's annual revenue publishing programme (or similar substitutes agreed in advance) must be published and reach the BCW's Distribution Centre by an agreed date during the last week of March each year. The date will be set out in written correspondence sent to publishers each financial year. Any books which do not meet this deadline will become part of the next year's publishing programme and the total grant already paid for the late books in the previous financial year will be deducted from the sum payable in the following year.
3. 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 the 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).
4. All grant-aided books are required to display a 13-digit ISBN number and bar code on the cover of each publication. In the case of reprints or new editions, the year of publication of the reprint or new edition must be displayed clearly.
5. The ISBN of all books published, together with as many other particulars of the book as possible, should reach the BCW's Sales and Information Department, in electronic format, a minimum of nine months before publication as stipulated by the Critical Path.

6. The grant recipient should use the online pro forma to submit all bibliographical information and cover images. Access to the online pro forma 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.
7. All information about the title held on *gwales.com* (bibliographical information, short description and cover image) must be updated immediately, as and when any changes occur, by the grant recipient, 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). The publisher should regularly check the information held on *gwales.com*.
8. The price of a grant-aided book cannot be reduced substantially within 18 months of publication. This does not prevent promotional offers of various kinds, but does prohibit the virtual remaindering of recently supported titles and so recent titles are excluded from the BCW's Spring Sale.
9. All books published by a revenue-funded publisher are required to be available through the BCW's Distribution Centre and available to retailers on the usual commercial terms unless otherwise agreed.
10. It is a condition that grant-aided books are delivered to the BCW's Distribution Centre before or at the same time as they are available by other means to any distributor or retailer including launches. It is the publisher's responsibility to make the necessary arrangements to ensure books reach the Distribution Centre on time. Ebooks must be available through Gwales before or at the same time as they are available to any other distributor or retailer.
11. Grant-aided titles should be kept in print for at least 12 months after publication (with the following exceptions: co-editions where the Welsh publisher is unable to control the printing timetable; seasonal books, including some Christmas titles, or books published to tie in with particular events, e.g. World Cup). If a grant-aided book goes out of stock in less than a year (a maximum of two weeks grace is allowed for any single title in any twelve-month period), a financial penalty of £1000 may be enforced. It is the responsibility of the publisher to ensure that reprints are available in good time and that books ordered reach the BCW's Distribution Centre in good time to avoid incurring the above penalty.
12. Publishers must not publish books during December. A £200 penalty for publishing titles in December will be enforced. Publishers must ensure that all books arrive at the BCW's Distribution Centre by the last Wednesday of November of each year. This penalty applies to all grant-aided books.
13. The publisher must submit an annual report to the BCW on 1 November of each year (or the nearest working day if the 1st falls on a weekend), to include sales figures, a financial report, an update on progress re performance targets, a costed publishing programme for the coming year, audited accounts for the previous financial year and any supplementary information requested by the BCW.
14. The publisher must produce a balanced list of titles. While this grant allows and encourages the publication of literary books, these must be balanced with titles that will sustain the production of the list as a whole. To this end, the publisher will be set an

individual average net sales target for the Revenue list as a whole in the light of their sales figures for the previous 3 years. Publishers must meet these targets within 18 months of the offer of grant. Failure to meet targets will be noted by the Publishing Development Subcommittee and consistent failure to meet targets may result in a reduction in funding.

15. The number of copies of each title to be published must be indicated when the publisher submits an annual publishing programme. The publisher should notify the BCW of any changes to the proposed print run in advance. The BCW reserves the right to reduce the grant if the print run is altered without notification and approval.
16. All non-printing publishers are required to retain invoices for the printing and binding work undertaken. The BCW reserves the right to request these or any other relevant evidence of expenditure. They 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.
17. 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. The finances of the publishing wing of printer-publishers should be recorded separately from printing activities for the purposes of financial reports to the BCW.
18. Companies limited by guarantee should hold at least four meetings of their Board of Directors in each financial year. A copy of the minutes, associated paperwork and agendas of these meetings should be sent to the BCW at the same time as these papers are distributed to the Directors. A representative of the BCW may attend meetings (ex-officio).
19. Companies limited by guarantee should, by law, have a named Director and Secretary. While it is not necessary to have a treasurer, the BCW requires that a named individual should be responsible for the oversight of financial reports presented to the Board. This person should not be the same individual who is responsible for day-to-day financial management or preparation of financial reports to the Board. It is also advised that at least one member of the Board should have a background in and recent experience of business and commerce.
20. Authors must receive and sign a contract. The publisher must send statements to authors at least once a year. Royalties due should also be paid at least once a year. Contracts must clearly indicate when authors may expect to receive statements and payments.
21. Royalties for books published with the aid of a revenue programme grant must not be less than 10% of the cover price. Where discounts are in excess of 55% a percentage of net may be negotiated with the author. Clear records of sales at different discounts must be maintained by the publisher.
22. In the case of translated work, the translator must be acknowledged on the title verso page.

23. The publisher must produce an up-to-date catalogue for the trade at least once every two years. The catalogue should list sources of supply, including bookshops, the Books Council's Distribution Centre, and Gwales.
24. The publisher must maintain an up-to-date website.
25. Where reference is made to distribution in trade or publicity material the publisher must include contact details of the Books Council's Distribution Centre.
26. Where websites or other internet sources are given in any marketing or promotional material (including advertisements), featuring grant-aided titles (or multiple titles where the majority are grant-aided), *gwales.com* must also be listed. *Gwales.com* need not be listed on the covers of grant-aided titles.
27. The Publishing Development Department will obtain the required four complimentary copies of all titles directly from the Distribution Centre.
28. The Publisher for themselves (and others) covenants with the Books Council and their successors in title that ~~he~~ 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.
29. 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 9 and 10.
30. 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 for a minimum period of 12 months (with the exceptions to this clause outlined in clause 11).
31. It is expected that grant-aided reference books or books of an academic nature contain an index.
32. The offer of grant is made on the basis of the information contained in the application and in any supplementary correspondence. 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 BCW may require the recipient to return all or part of any grant which may have been paid.