



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

MAE'R DDOGFEN HON HEFYD AR GAEL YN GYMRAEG / A WELSH-LANGUAGE VERSION OF THIS DOCUMENT IS ALSO AVAILABLE

ENGLISH-LANGUAGE PUBLISHING GRANTS
GUIDELINES
MARKETING GRANTS

1 AIMS

This scheme is aimed at helping publishers in Wales promote English-language books to increase sales. Marketing grants are intended to support individual titles of broad appeal which will benefit from a higher public profile. Carefully targeted, multiple-title publicity campaigns are also eligible for support where there is a clear potential for improving sales of specific titles. Generic promotions (where the principal aim is to promote the publisher or imprint) are not a priority.

The Books Council of Wales also administers a marketing scheme for Welsh-language books, for which separate guidelines are available.

2 ELIGIBILITY

Who may apply?

This scheme is open to publishers in Wales who have a regular publishing programme or have viable plans to establish such a programme.

Should details of BCW's strategic plan be included in eligibility?

Which books can be promoted?

A wide range of books can be supported under this scheme. The following list gives the main eligible categories. It is possible that titles in other categories may be funded:

- if they are likely to generate significant revenue which will allow a publisher to invest in its programme of Welsh writing in English *and/or*
- if they are of significant Welsh interest.

- | | |
|---|-----------------------------------|
| • Art & architecture | • History (but not local history) |
| • Biography | • Literature |
| • Children's books | • Music, stage and screen |
| • Comic books and graphic novels | • Photography |
| • Cookery | • Reference |
| • Cultural history | • Religion and spirituality |
| • Cultural tourism (but not guidebooks) | • Nature |
| • Current affairs | • Sport |
| • Fiction | • Travel |

The following categories are not generally eligible for support.

- Address books, journals, diaries, etc.
- Antiques and collectables – user guides
- Building
- Business
- Do-it-yourself
- Education: teaching methods and materials (except where these directly relate to Welsh writing in English)
- Family
- Finance
- Games and puzzles
- Guidebooks
- Health and fitness
- Holiday
- Home and garden
- Hobbies
- Languages
- Law
- Lifestyle
- Local history
- Maps and guides
- Self-help
- Technical manuals

Neither of the above lists is comprehensive. Where there is uncertainty as to eligibility, publishers are asked to discuss their proposals with the Books Council's Publishing Development Department before submitting an application.

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.

3 ASSESSMENT CRITERIA AND PRIORITIES

The following priorities are factors when considering grant applications.

Book/Marketing Plans

Priority is given to promotions of books supported by an Advances/Fees to Authors and Illustrators Grant. These books have already been assessed for their strong market appeal and the likely quality of production.

The second priority is an assessment of the strength of the marketing plan, which will be gauged according to the following criteria (which are not listed in order of priority):

- sales forecasts and print runs (the minimum first print-run will normally be 2,000, but this may vary according to genre, author, marketing proposals, or other factors);
- quality of design and production;
- quality of writing and editing;
- an innovative and proactive marketing strategy;
- value for money;
- additionality: publishers must show how proposed marketing initiatives add to existing central services of the book industry in Wales and the publisher's existing level of marketing activity;
- competitive discounts.

N.B. The aim of this scheme is to support the commercial success of titles. It is expected that titles funded under this scheme will reach a sales target of 2,000 copies within 18 months. Consistent failure by a publisher to meet this target will be considered in future applications. However, the Subcommittee will make an exception to the sales rule if the book is deemed of high cultural importance to Wales and the Welsh publishing industry.

Where sufficient funds are available, the scheme may also be extended to support appropriate books of wide appeal supported by the Books Council's Literature Grant, titles published by a revenue-funded publisher, and other titles of Welsh interest.

Publisher

In cases where Marketing Grants are requested for books which do not have any specifically Welsh interest, priority will be given to those titles which are likely to generate sales revenue that will then be used to support a publishing programme of books of relevance to Wales. Therefore, the following factors are taken into account:

- the strength of the publisher's current list and programme, particularly in the area of Welsh writing in English;
- the degree to which the publisher's list of Welsh writing in English is likely to benefit from revenue generated by the proposed project;
- the publisher's previous sales record (for books in receipt of similar grants);
- the publisher's track record in keeping to publishing timetables;

Relevance to Wales

- where all other factors are equal, preference will be given to projects involving Welsh or Wales-resident authors and illustrators, and/or books about Welsh subjects.

4 THE GRANT

- The total annual budget for this scheme is in the region of £30,000.
- As a guide, awards ranging from £1,500 to £3,000 per title will be given, though publishers may present a need for more in their application.

5 APPLICATION PROCEDURE AND TIMETABLE

- Applications must be made on the application form [GA MG (2021)], which may be obtained from the address at the end of this document.
- Applications should include the following supporting documents:
 - a full list of English-language titles published in the previous financial year and planned for the current financial year, grouped according to whether or not they received any form of Books Council of Wales grant and including publication dates. A pro forma is available.
 - a detailed profit and loss forecast for the proposed book. A pro forma is available electronically which will automatically calculate profit/loss.
- Applications are considered by the English-language Publishing Development Subcommittee, which meets four times a year, usually in February, May, July, and October. Deadlines are posted on the BCW's website, or can be obtained by enquiring at the email address below.
- If an application is considered and rejected by the Subcommittee, that application can only be reconsidered if an unforeseen opportunity arises, i.e., the title wins a prize.
- Grants will not be awarded retrospectively. Publishers should allow sufficient time between a Panel meeting and the start of the marketing/promotional activities described in the application form. Should it appear that the planned activities are likely to begin before an award has been made or to be delayed in the wait for a decision to the detriment of their efficacy, the Panel may reject the application.
- All publishers in receipt of a Marketing Grant must adhere to the General Terms and Conditions of grant aid for this scheme, see [GT&C MG (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 familiarize themselves with this document before proceeding with an application.

Contingency Marketing Grants

To ensure a degree of flexibility in this scheme, a different application procedure exists for Contingency Marketing Grants.

- Contingency Marketing Grants may be applied for at any time to allow publishers to capitalise on an unexpected success. The publisher must demonstrate both a need and the unforeseen nature of the marketing opportunity.
- Generally, these unforeseen opportunities will occur post-publication, e.g. to capitalise on a title receiving a boost from being shortlisted for a prize, or the unexpected success of a particular title which can be built upon. Books which have yet to be published might be eligible in exceptional circumstances, but no launches or similar events will be considered, as these should be planned in advance. Marketing activities that would be acceptable could include in-store chain promotions where a fee is required, or promotions associated with literary prizes, etc.
- The total budget for these small contingency grants will be £5,000 per annum. The maximum total value of grants awarded to any one publisher in a single financial year is £1,000. The grants will generally be between 25% and 80% of costs.
- Publishers wishing to apply for one of these grants should contact the Books Council in the first instance and should complete an application form [GA MG (2021)]. A decision should usually be forthcoming within two weeks of receipt of the application form. Retrospective applications will not be considered.

6 PAYMENT OF GRANTS

The publisher should claim and the Books Council of Wales will release the grant in the following way:

- **Payment 1: Advance Payment**
A payment of half the grant is usually payable in advance on receipt of a completed claim form [GC MG (2021)].
- **Payment 2: Final Balancing Payment**
The remainder of the grant is payable on receipt of:
 - a completed claim form [GC MG (2021)];
 - complete copies of all relevant invoices for the complete project;
 - a brief report on the efficacy of the activities undertaken (e.g. attendance at events, sales at launches, response to advertisements, etc.);
 - four complimentary copies of the book(s) promoted (the Publishing Grants Department will obtain these from the Distribution Centre directly, there is no need to send them)

Please note that the First and Final Payments of each Marketing Grant must be claimed promptly. The Books Council of Wales reserves the right to cancel or reduce payments which are not claimed within three months of the date on which the marketing activities were due to be completed (as indicated on the application form).

- **Interim Payments**
Occasionally, Interim Payments may be arranged to help with cash-flow on larger projects. Interim payments will be made on receipt of a claim form [GC MG (2021)] and appropriate invoices for the activities undertaken so far. Interim Payments must be arranged in advance and are made at the discretion of the Books Council of Wales.

7 CHANGES TO THE ORIGINAL APPLICATION

The Books Council of Wales 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 General Terms and Conditions of grant aid [GT&C MG (2021)]. The publisher must note any changes to the original application on the relevant claim forms, and should discuss any significant changes with the Publishing Development Department *in advance*. Changes which must be agreed in advance include: changes to the books such as alterations in content/proposed contributors; changes to the print run (reductions in print run are viewed very seriously, as this is a key factor on which the Subcommittee bases its decision to award a grant); changes to the marketing activities being undertaken; other changes which are likely to have an effect on the total budget of the marketing campaign, the sales of the book or the market potential of the book.

8 MONITORING AND EVALUATION OF WORK FUNDED

The Books Council of Wales will ask publishers to provide regular updates of sales figures and sales revenue for titles supported under this scheme and may also require copies of reviews to help monitor quality. In the longer term, consideration will also be given to how profits made from these titles benefit the publishers' wider programme of Welsh writing in English.

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. 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 (see the General Terms and Conditions of Grant). Where only a month and year are given, the default date of the 15th of the month will be used by the Books Council.
4. **Profit and Loss Forecast** The aim of this scheme is to help publishers commission or bid for titles which have the potential to generate substantial sales income. A detailed profit and loss forecast for each title should therefore be completed so that the publisher, as well as the Publishing Development Subcommittee, may gauge how profitable the given title will be. A pro forma designed as an Excel document and including the automatic calculation of profit margins is available. In addition, the summary information should be inserted in the appropriate place on the application form.
5. **Start Date and End Date** It is important that precise and reliable information is given. The publisher must submit the claim for the final payment of the grant, along with supporting documentation, within three months of the end date given (unless changes are agreed with the Books Council *in advance*).
6. **Previous Performance** The aim is to demonstrate the good sales potential of the proposed book by drawing on evidence of past sales of similar titles or titles by the same author.
7. **Target Audience/Market** It is important to demonstrate a good knowledge of the market for the type of book you are attempting to promote, and this is the market that you must show you will reach by undertaking the activities described in your marketing plan.
8. **Marketing Plan** Please ensure that you give as much detail as possible, since this will enhance the quality of the application and increase the possibility of being awarded a grant. For example, it is not sufficient to propose that you will 'advertise in the appropriate media'; rather, the exact magazines/newspapers should be listed (along with their circulation). If you are including an event/launch, give details of where and when it is planned, how you will ensure a good attendance and note what your target attendance is (e.g. to have 50 individuals attend a launch, via sending invitations from an existing database, public advertisement, buying mailing lists etc.). The actual numbers who attend should be reported when claiming the grant. Finally, relevant reference to previous experience of organizing similar marketing activities (and the outcomes) will help to strengthen the application.

9. **Additionality** It is important that the publisher be able to demonstrate additionality to support the case for the awarding of a grant. For this scheme, additionality can be defined as improving sales figures (give sales forecast with and without a grant), extending the print run (give print runs with and without this grant), significantly enhancing the public profile of the book/author/series (how will this be measured?), or similar outcomes. Please ensure that you provide specific detail to support each aspect of additionality described.

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**



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

MAE'R DDOGFEN HON HEFYD AR GAEL YN GYMRAEG / A WELSH-LANGUAGE VERSION OF THIS DOCUMENT IS ALSO AVAILABLE

ENGLISH-LANGUAGE PUBLISHING GRANTS

GENERAL TERMS AND CONDITIONS MARKETING 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 of Wales reserves the right to reconsider or revoke the grant awarded in cases where either the marketing activities or the published work do not correspond to the details given on the application form or otherwise agreed.

The grant recipient must comply with the conditions of any other scheme under which individual titles have received support and with any additional conditions or scheme requirements specified in the formal offer of grant or in any covering letter.

In cases where the grant awarded ranges from a maximum figure to a minimum figure, the actual sum applicable must be agreed with the Publishing Development Department in advance of the publisher undertaking any activities.

The grant must be claimed within 4 months of the book's publication or the date of the last of the activities listed in the marketing plan (whichever is the later date). If the date of publication for titles awarded a marketing grant slips by more than 12 months, applicants must reapply for the grant.

- 2 The print run of books supported must be indicated on the claim form (if applicable). Given that the print run is a primary factor in determining the level of grant aid awarded, the grant recipient should contact the Publishing Development Department to discuss 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 without prior agreement.
- 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 along with 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. It is the responsibility of the publisher to ensure that there is sufficient time between the award of a grant and the printing of a book to allow the inclusion of an acknowledgement. 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. 29).

- 4 In addition to the above, all promotional material, format permitting, should include an acknowledgment of the financial support of the Books Council. Please use the following text: “The publisher acknowledges the financial support of the Books Council of Wales,” and/or, if appropriate, the logo of the Books Council. The publisher must also include an acknowledgment on the appropriate page of the publisher’s website. If in doubt about where it is acceptable to omit reference to the Books Council’s financial support, the publisher should contact the Publishing Development Department.

Any references to distribution in trade or publicity material should include contact details of the Books Council’s Distribution Centre.

Where any websites or other internet sources are mentioned in any promotional or trade material relating to the title supported, including advertisements, gwales.com should also be listed.

The supply of books for events / launches held in bookshops in Wales must be routed through the Books Council’s Distribution Centre (in instances where the shop holds an account). If the bookshop does not hold an account with the Books Council’s Distribution Centre the publisher should notify the Publishing Development Department in advance for further advice. Where events/launches are arranged outside bookshops, the publisher should invite a local independent bookshop to supply the books for the event (the bookshop may be eligible for support to help cover the costs of providing this service via the Books Council’s Outreach Scheme). Where there is no bookshop available the publisher should contact the Publishing Development Department for further advice.

All invoices for the marketing campaign must be provided when claiming the grant (unless otherwise agreed). The Books Council reserves the right to request any other relevant evidence.

Grant recipients are required to provide regular updates of sales figures for titles supported under this scheme, and the income and profit they generate. The Books Council will request these figures at appropriate intervals. 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.

The publisher may be required to complete short proformas to help evaluate marketing activities undertaken with the support of a grant. In addition, the publisher may from time to time be required to provide a detailed report on specific grant-aided marketing activities and outcomes to help the Books Council monitor and evaluate the scheme.

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 nine 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.

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.

- 5 The author must receive and sign a contract before the book is published. Authors should receive payment promptly in line with the payment schedule in the contract. After publication of the work, 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.
- 6 Upon claiming of the final grant payment, the Publishing Development Department will order the required four complimentary copies of the book directly from the Distribution Centre. If copies of the book have already been supplied under a different scheme, the publisher need not supply an additional four in fulfillment of this condition unless specifically requested by the Publishing Development Department.

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.

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 25 and 26.

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 up to £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.

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.

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.

Titles supported under this scheme are expected to meet an average 18-month sales target of 2,000. Consistent failure by publishers to meet this target will be considered by the Publishing Development Subcommittee when awarding funding.

The publisher for themselves (and others) covenants with the Books Council of Wales 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.