



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
SMALL MARKETING ACTIVITIES GRANTS

1 AIMS

This scheme is aimed at helping publishers in Wales promote English-language books or magazines to increase sales. In the case of books, Small Marketing Activities grants are intended to support individual titles of literary merit to achieve a greater public profile. The scheme is intended to fund modest marketing activities such as small launches and advertising. 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. Untargeted trade and print advertisements will not be funded. For magazines, small marketing activities could include promotion of a special issue or title (such as a novella or pamphlet published by the magazine), a launch event for an individual title or issue, or prizes and promotion for a contest.

The Books Council of Wales also administers a marketing scheme for English-language titles that are expected to achieve higher sales (see Marketing Grants) and a 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. Magazine publishers who produce regular content in a print, digital, or hybrid format are also eligible.

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.

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|---|-----------------------------------|
| • 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. These categories apply broadly to magazines as well, in terms of what content is eligible; publishers are encouraged to contact the Publishing Development Department with any specific queries.

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 taken into account when considering grant applications.

Book/Magazine/Marketing Plans

Priority is given to promotion of books supported by an Individual Literary Book Grant and magazines supported by a Small Magazines and Presses Grant, though where funds allow other titles and magazines may be considered.

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):

- quality of design and production;
- quality of writing and editing;
- a carefully targeted marketing plan;
- 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;

Where sufficient funds are available, the scheme may also be extended to support appropriate 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 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 £9,000.**
- It is expected that most grants offered will not exceed £1,000, though a higher grant may be offered in exceptional circumstances.

5 APPLICATION PROCEDURE AND TIMETABLE

- Applications must be made on the application form [GA SMAG (2021)], which may be obtained from the address at the end of this document.
- Applications are considered by the English-language Publishing Grants Subcommittee, which meets four times a year, usually in February, May, July, and October. Deadlines are posted on the Books Council's website; alternatively, they can be obtained from the address at the end of this document.
- 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 Small Marketing Activities Grant must adhere to the General Terms and Conditions of grant aid for this scheme, see [GT&C SMAG (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 capitalize 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 capitalize on a title receiving a boost from being short-listed 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 £9,000 per annum. The **maximum** total value of small marketing grants awarded to any one publisher in a single financial year is £2,000. 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 will release the grant in one of the following two payment options:

- **Payment 1: Advance Payment**
A payment of half the grant is usually payable in advance on receipt of a completed claim form [GC SMAG (2021)].
- **Payment 2: Final Balancing Payment**
The remainder of the grant is payable on receipt of:
 - a completed claim form [GC SMAG (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 (if the book is in receipt of another Books Council grant where complimentary copies are supplied, there is no need to provide an additional set when claiming this grant unless specifically requested to do so).

ALTERNATIVELY, a single payment can be claimed following the marketing activity/ies. In this case publishers should follow the procedure described above for 'Final Balancing Payment'.

Please note that the First and Final Payments of each Marketing Grant must be claimed promptly. The Books Council 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).

7 CHANGES TO THE ORIGINAL APPLICATION

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 General Terms and Conditions of grant aid [GT&C SMAG (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; 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 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.

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



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ENGLISH-LANGUAGE PUBLISHING GRANTS

GENERAL TERMS AND CONDITIONS SMALL MARKETING ACTIVITIES GRANT

- 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 either the marketing activities or the published work does 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.

- 2 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. 28).
- 3 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 inform 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 in order 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 Officer 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 Officer 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 Services 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 Services Coordinator). 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.

- 4 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.
- 5 The publisher must provide four complimentary copies of the published work to the Books Council when claiming the grant – the Publishing Development Department will order these 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 22 and 23.

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.

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.