

## THE BOOKS COUNCIL OF WALES NEW AUDIENCES GRANT

### *What we're looking for*

Creative Wales (a part of Welsh Government) has provided us with a fund of £400,000 to strengthen and diversify the provision we currently support to reach new audiences. We'd like to hear from you, especially if you're interested in publishing in Wales or if you think you can help us to:

- develop new authors, illustrators or contributors from culturally diverse backgrounds from Wales, or groups that are under-represented in Wales, and provide them with the support and opportunities they may need to be published in Wales (in books, magazines, or in new ways);
- target new audiences in Wales, develop original material and/or use media or formats that are not currently funded;
- set up a publishing business or publication that will strengthen and diversify the publishing industry as it currently stands in Wales.

If you already publish books or magazines, we would welcome applications that help to achieve these objectives. These grants prioritise new authors and audiences, not the actual production of books and magazines. We have other grants for this purpose, and you're welcome to discuss them with us at any time.

### **The grants available:**

- Streamlined Applications – Up to £10,000
- Major Applications – £10,001 to £40,000

The maximum grant is £40,000. Only exceptional applications will be eligible for the maximum. You may apply for any sum – there is no minimum amount, but you must consider whether or not you would be able to undertake the activity with the budget.

### **Who can apply?**

We would like to hear from you if you are:

1. a body that has its main office and operations in Wales, or an individual who lives in Wales. If you are not located in Wales, please speak to us beforehand so that you make the best use of your time,

2. a business, charity or not-for-profit organisation that is located in Wales,
3. an individual who lives in Wales and has registered as a self-employed practitioner with HMRC. Applications for self-publishing do not qualify,
4. developing a business, network or project in Wales that supports the main aim on page 1.

You should only submit one application. An imprint within a publishing company cannot submit a separate application, unless the activity is different (e.g. books and magazines). We expect applicants to consider all their activity within one business, and offer a project that possibly deals with more than one element of new audiences.

We welcome joint applications, but one partner should lead.

We want this process to be as quick and easy as possible, but if you have any questions or if you need additional support to apply, please contact us on [post@books.wales](mailto:post@books.wales) and we will get back to you as soon as possible.

### **What is eligible?**

Your application can fund any element in connection with fulfilling your project, provided that consideration has been given to the implications of employment/self-employment. Although there is no VAT on the grant, the grant forms part of your taxable income and as such must be included as part of your personal income (as an individual or a business).

If you are employing people as part of the project, it is your responsibility to ensure that all employment implications are undertaken, including paying the minimum wage. If you're making payments to individuals, you should consider the effect this has on their tax and benefits. In making an application, you are taking on yourself the responsibility as applicant, and the Books Council will take no responsibility for advising or checking the employment status of those involved.

As we will not consider applications for capital funding, the purchase of equipment, assets or buildings is not eligible.

### **Which questions will you have to answer?**

You should complete the application on the [SurveyMonkey link](#) by answering the following questions:

#### **Simple application (for sums under £10,000)**

- Applicant's name

- Contact e-mail for the application
- What is the project? Please give details explaining how the project relates to the field of publishing and introduces publishing to New Audiences.
- Who benefits from the project? Please give details of those you think will be taking part. Is the project intended for a specific geographical area?
- What is the cost of the project? Note your costs in detail and how much of a contribution will you need from this fund.
- What do you hope the long-term effect of this project will be? Will it change your work practices? Will the activities, or elements of the activities, be able to continue?

### **Detailed application (for sums over £10,000)**

- Applicant's name
- Contact e-mail for the application
- What is the project, and which geographical area is it likely to involve?
- Who will manage the project, and how will you control the work to ensure that the project keeps to the timetable and makes the best use of public funds?
- Who benefits from the project? Please give details of those you think will be taking part.
- What is the cost of the project, and how much of a contribution will you need from this fund?
- Please provide the business's most up-to-date historical accounts (attachment).
- Have you submitted an application to any other funds?
- Please note the risks you will not be able to complete the project.
- What additional help is available to you to achieve the project in terms of individuals, volunteers Board / committee members or any other individuals who may be able to offer you advice?
- Please provide any letters of support from other bodies to this project (attachment).
- What do you hope the long-term effect of this project will be? Will it change your work practices? Will the activities, or elements of the activities, be able to continue?

### **Timetable**

The process will open for applications on **Friday 28 April 2023**. [On-line](#) applications must be submitted by 12 noon on **Wednesday 31 May 2023**.

### **What will happen next?**

1. After the closing date, the Books Council will send you an e-mail to acknowledge your application.
2. We will decide whether you are eligible by considering the information you have shared with us.
3. If necessary, we may get in touch to ask you to explain parts of your application.
4. Eligible applications will be sent to the Awarding Panel to be considered on the basis of the information provided, and it will recommend a sum to be awarded. We hope to make a decision on the grants within 30 days of the closing date. If the number of applications received makes this difficult, we will contact you to discuss a revised timetable.
5. Once your application has been approved, we will send you an offer letter. This may be for the full amount, but we reserve the right to offer less than was applied for.
6. When you have signed to confirm that you have accepted the offer, we will pay smaller grants immediately and the larger grants in instalments over the period of the project.
7. We will ask for a report after six months or one year, and we may ask for more frequent reports in respect of the larger grants.
8. We will expect the successful applicants to take part in any evaluation and events to promote the New Audiences programme (provided the request is reasonable).

If your application is unsuccessful this decision will be final, but you may submit a complaint if you believe that the correct process was not followed when dealing with your application.

### **Further information**

If you wish to discuss the scheme further, please get in touch with us on [post@books.wales](mailto:post@books.wales) and we'll be happy to help.

We will try to answer your questions as soon as possible. If you would like us to call you, please note your number in the e-mail and we'll call you back.

Please ensure that the information you provide is full, clear and honest. If we find that the information you provide is misleading in any way, we may reclaim the grant or take other action if the need arises.

### **Freedom of Information**

We're committed to being as open as possible. We believe that the public have a right to know how we spend public money and how we decide on funding. Although we are not a public authority under the Freedom of Information Act 2000, as our money comes from the Welsh Government we may be required by law to provide your application and our assessment of it to members of the public who request access under the Act. We won't release those parts of the documents that fall under any of the Act's exemptions. Visit the ICO

website for further information and details of the exemptions. We may publish the amounts awarded from this fund in our annual accounts.

### **How to make a complaint**

If you are dissatisfied with the way in which we handle your application, you can ask for a copy of our Complaints Process. Please note that you can only complain if you believe that we have not followed our process in dealing with your application. You cannot use the complaints process to appeal against the decision.

### **Data Protection**

It is important that you are aware of our obligations and responsibilities under the General Data Protection Regulations. These control how we collect, manage, share and store personal data and your rights in that context. There is more information in our privacy policy. We will not disclose personal data or sensitive personal data (as defined in the Regulations) without your permission unless there is a legal duty to do so.

**Mae fersiwn Gymraeg o'r canllawiau hyn ar gael.**

**A Welsh-langugae version of these guidelines is available.**

*28/04/2023*