



## Books Council of Wales

### Publishing Grants Department

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#### GUIDELINES

#### ENGLISH-LANGUAGE CULTURAL PERIODICALS

##### 1 AIMS

The scheme funds a range of cultural magazines in English, which feature good writing, high-quality journalism, review and debate on a range of topics.

The Books Council of Wales also administers a Magazines Scheme in Welsh, and a Small Magazines Scheme for publications in English, for which separate guidelines are available.

##### 2 ELIGIBILITY

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

Recipients of grants over £8,000 must be legally incorporated bodies; these will generally be not-for-profit companies limited by guarantee. Recipients of smaller grants must have separate bank accounts and appropriate arrangements for financial and general management.

###### ***Which magazines are eligible for support?***

Applications will be considered from publishers based in Wales in one of the following areas:

###### Funding for development

Seed funding for new, innovative ventures featuring good, engaging writing for one franchise period.

###### Funding for general magazines

General magazines featuring good writing and high-quality journalism, review and debate of all kinds. Magazines should include coverage of a range of topics. Possible subject areas could include current affairs, politics, history, economics, the arts (e.g. visual arts, music, drama, dance and literature), culture (including popular culture), media, the environment, sport and leisure.

###### Funding for literary magazines

Engagingly written, good-quality literary magazines which cover one or more of the following areas as their primary focus: short fiction, poetry, creative non-fiction, literary review/criticism.

The scheme does not fund:

- small magazines which would sell no more than 400 copies (see the guidelines for the Small Magazines Scheme in English);
- educational magazines or academic journals;
- magazines that are published by organisations and societies, unless they have an appeal beyond the organisations' membership;
- magazines of local interest.

### 3 ASSESSMENT CRITERIA

Current franchise holders will be assessed on the basis of their track record, their achievements of targets within the last franchise, and their proposals for the next funding period. Submissions from both new applicants and current recipients of funding will be assessed according to the following general criteria:

- the likely quality of the contents and editorial standards, based on previous issues/pilot editions/mock-up and the editorial policy outlined in the application;
- the applicant's commitment to supporting a diverse and inclusive publishing landscape, both in editorial policy and at the board level
- the applicant's commitment to supporting skill development, to ensure a healthy publishing ecosystem
- The applicant's ability to compensate contributors
- the applicant's readiness to support material likely to attract new writers and readers;
- the likely quality of design and production, based on previous issues/pilot edition/mock-up;
- 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;
- clarity of role in relation to other periodicals. The Books Council will consider whether a proposed title is likely to fill a gap in provision *or* perform more effectively than competing titles;
- the applicant's ability to attract funding, sponsorship and contribution in kind from other sources, and to diversify revenue streams;
- sales targets for the franchise period (through subscription and shops);
- value-for-money;
- the ability to develop content in multiple formats (e.g. print, web, app, e-pub etc.)

### 4 THE GRANT

- The total budget for this scheme is in the region of £175,000. Individual grants awarded in the most recent financial year are given in the Books Council's Annual Reports.
- Grants are offered as four-year franchises, subject to the continuation of funding from the Welsh Government. The grants may be renewed through a competitive application process.
- The grant level for general and literary magazines will be aimed towards reaching a gearing ratio of 2:1 (i.e. BCW funding would provide up to two thirds of the total income of the magazine, with at least a third of income to be generated by the magazine publishers through sales, advertising revenue, sponsorship, contribution in kind etc. For guidelines on contribution in kind please see appendix 1 of this document). Funding for an individual title is likely to range between £2,500 and c.£55,000 and capped sums will be set for each area of funding (please see the invitation to tender document for further information).

### 5 APPLICATION PROCEDURE AND TIMETABLE

Application guidelines and pro formas may be obtained from the email address at the end of this document. Submissions will usually include narrative and budgetary sections, financial evidence, and sample material. Applications must be made on the appropriate forms, and questions should be answered in full.

Current franchises expire at the end of March 2024. The Books Council of Wales will advertise for new applications in 2023 for English-language publications for the period April 2024–March 2028 and issue a deadline for submissions and any additional guidelines. Applications will be considered by a sub-panel of the English-language Publishing Grants Subcommittee. Applicants will be invited to interview by the subcommittee.

## 6 PAYMENT OF GRANTS

Grants are normally paid in equal sums at the beginning of each quarter. Publishers should claim payments by sending four copies of each print issue to the Publishing Grants Department or by informing the Grants Department that a new digital issue is available and ensuring access to the issue.

## 7 MONITORING AND EVALUATION OF WORK FUNDED

The Books Council will request sales figures and other reports on an annual basis. It will also hold an annual review meeting with each franchise holder to review performance and targets.

**Application forms and further advice can be obtained from the Publishing Development Department at [English.Grants@books.wales](mailto:English.Grants@books.wales).**

Mae fersiwn Gymraeg o'r canllawiau hyn ar gael.  
A Welsh-language version of these guidelines is available.

## Guidelines for Contributions in Kind

In-kind contributions will be taken into account when assessing the income of the applicant and determining the level of grant that can be issued in line with the 2:1 match-funding ratio criteria required by the Books Council of Wales. Applicants should use the following guidelines when calculating the value of their in-kind contributions. You will need to tell us how you have calculated this.

- Contributions could include computers or other equipment donated; use of premises donated specifically, and the provision of office space and associated costs provided by the host organisation. These should be valued as follows: equipment which is donated should be included at the advertised market price if new, or at a reasonable estimate of the second-hand price if not new. Use of premises provided for the organization should be calculated at the appropriate market value; and office space and associated costs such as telephone charges, photocopying etc. should be calculated at appropriate market value. If it is shared with other users the cost should be divided proportionately.
- The onus will be on the applicant to demonstrate how they have calculated the market value of items rented or purchased: You should provide evidence of market value, such as published rates for hiring premises, or price list for equipment and services.
- Suppliers' discounts can be factored into CIK when they demonstrably show support for the organization, for example a printing discount from a Welsh printing company that is explicitly given in recognition of the role the organization plays in Welsh culture. But discounts that fit this criteria must be substantiated by the supplier as discount specific to the organization as a contribution, rather than a standard trade discount.
- Specialist's advice and expertise provided free of charge and other forms of voluntary labour donated to the organization can be calculated as CIK. Rates for voluntary labour contributions can vary considerably depending on the nature of the work to be undertaken.
- You should calculate the rate at the appropriate market value for what it would cost you to actually hire in the labour or services being donated. We will need to see clear evidence on how you have arrived at the rates you are using. Your evidence may include published daily rates for consultancy or legal advice or estimates of what reasonable salaries for the type of work being donated would be, for example an intern's rate should be calculated at minimum wage to reflect the basic administrative nature of the role. If an intern is employed as a quid pro quo with a host organization, this should not be factored in as a CIK, as in this instance, the service is being provided to the contributor.
- Board members of companies limited by guarantee (non-profit distribution) should not receive financial rewards for their expected duties as a board member. If a board member donates voluntary labour or services, they will technically be receiving a financial sum for that labour or service as they have financial value. Therefore, any voluntary labour or services donated by board members of companies limited by guarantee can only be counted if it is work beyond their normal expected duties as a board member, and can clearly be shown not to represent a conflict of interest.

[Mae fersiwn Gymraeg o'r canllawiau hyn ar gael.](#)  
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