

NEW AUDIENCES GRANT – SUPPORT AND DEVELOPMENT

What we're looking for:

Following the successes of New Audiences 1 and 2, Creative Wales (part of the Welsh Government) has provided a fund of £500,000 to the publishing sector to consolidate and develop the work of the two previous programmes and to look for other ways of creating material and reaching diverse audiences.

This programme will focus on three specific elements within the publishing industry in Wales. We would like to hear from you if you think you can help us to:

A Create promotional and marketing plans that will reach new audiences

Applications are invited for up to £20,000 per applicant for book promotion and marketing programmes that reach new readers in Welsh and English. For example, this can mean creating original material for social media, supporting specific job roles to promote publishing programmes or paying for specialist promotional advice for specific titles. An application can be made for application costs for international awards if it is intended to use the additional attention to promote Welsh publishing in general.

Requests to brand or develop websites for individual presses are not eligible, or to pay for advertising programmes within paper publications, online or with other retailers (e.g. promotion through Amazon/Gardners and so on).

B Provide opportunities to new voices in the periodical press

Applications are invited for up to £15,000 per applicant to develop new and diverse voices within news services and popular magazines by creating work opportunities, and commissioning and mentoring new contributors and more diverse content for print and online magazines. This fund is for Welsh and English publications that already publish regularly.

C Publish new content that reflects Wales in all its diversity

Applications are invited for up to £30,000 per applicant to develop diverse cultural content from Wales, which leads to publication in books, magazines or online in Wales. Funding can be applied for to support new writers who have already been supported by these funds in the past if concrete steps can be shown to develop their careers. If you do not work in the publishing world, it is important that you identify who your partners will be to carry out the final publishing element.

We would welcome applications that help us to achieve these objectives regardless of whether or not you already publish books or magazines.

It is possible to apply to the three elements separately, but please note that these elements are competitive and that you may be weakening your application by applying to more than one element, especially for the maximum grant. It should be noted if the project is dependent on the whole sum being awarded or if it is scalable should you be offered less.

Timetable

You'll need to be able to start your project in May 2024 and complete it by December 2024, completing a final report before the end of February 2025. You should not submit ideas where it is difficult or impossible to adhere to this timetable – so please consider carefully what can be achieved within this time frame. If you intend to commission and publish a book as part of your application you should contact the Books Council to discuss the timeline.

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 to prevent making an invalid application and to ensure 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 living in Wales and registered as a self-employed publisher with HMRC. Applications for self-publishing do not qualify.

Please ensure that you do not submit more than one application **per element** (i.e. a maximum of three for the whole programme). An imprint within a publishing company cannot submit a separate application, unless the activity is different (e.g. books and magazines). We welcome joint applications, especially if the partners bring different skills to the project, but one partner should lead.

If you have received a New Audiences Grant in the past, please note that failure to deliver your project or provide your final progress report may be considered by the awarding panel.

We want this process to be as quick and easy as possible, but if you have any questions or need additional support in composing your application, please contact us at darllenywell@llyfrau.cymru and we will respond to your request as soon as possible.

What is eligible?

Your application may finance 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 obligations are fulfilled, 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 this responsibility as applicant, and the Books Council will take no responsibility for advising or verifying the employment status of those participating.

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

Which questions will you have to answer?

You should complete the application on SurveyMonkey here:

<https://www.surveymonkey.com/r/P6BCWPT>. (If you can't follow this link, contact darllenynwell@llyfrau.cymru for a copy.) You will be asked to answer the following questions:

- Your project title
- Applicant's name
- Contact e-mail for the application
- State for which element you are applying
 - A Create promotional and marketing plans that will reach new audiences
 - B Provide opportunities to new voices in the periodical press
 - C Publish new content that reflects Wales in all its diversity
- What is the project?
- What is the cost of the project and how much of a contribution will you need from this fund?
- Have you applied for any other funds or will you give matching funds towards the project?
- Who benefits from the project? Please give details of those you think will be taking part.
- Who will manage the project and how will you manage the project to ensure that the project is completed by the end of December and makes the best use of public money?
- Is your project scalable, should you be offered less than is asked for?
- State what risks you foresee that would result in failure to deliver the project.
- What do you hope the long-term effect of the project will be? Will it change your work practices? Will the activities, or elements of the activities, be able to continue?

You will need to provide the most recent historical accounts of the business in an appendix and any letter of support from other bodies for this project (appendix).

The process will be open for applications from **Thursday 14 March 2024**. Applications must be submitted online by 12 noon, **Tuesday 2 April 2024**. We hope to be able to make an award before the end of April 2024, but you must be able complete your project by 31 December 2024.

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 provided.
3. If necessary, it's possible that we will get in touch to ask you to explain parts of your application.
4. Eligible applications will be sent to the Awarding Panel for consideration on the basis of the information provided. 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. If your application has been approved, we will send you a letter of offer. We reserve the right to offer less than applied for.
6. When you have signed to confirm your acceptance of the letter of offer, we will pay smaller grants immediately and larger grants in instalments over the duration of the project.
7. We will request a short report by 31 July and a final report by 28 February 2025. We reserve the right to ask for more frequent reports in respect of the larger grants.
8. We will expect successful applicants to agree to any reasonable request to participate in evaluations and events or activity promoting the New Audiences programme.

Further information

If you wish to discuss the scheme further, please get in touch with us at darllenynwell@llyfrau.cymru 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 will not release 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. It is possible that we may publish the amounts awarded from this fund in our annual accounts.

How to make a complaint

If you are unhappy with the way we deal with your application, a copy of our Complaints Process can be found here: <https://llyfrau.cymru/wp-content/uploads/2022/09/Complaints-Policy-%E2%80%93-July-2022.pdf>. Step 2 should be reviewed first, and the initial complaint submitted within 10 days of receiving the funding decision. Please note that you can only lodge a complaint if you believe we have not followed our outlined process in dealing with your application. You cannot use the complaints process to appeal against the sub-committee's 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. Additional information is available 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-language version of the guidelines is available.

12/03/2024