



CYNGOR LLYFRAU CYMRU  
BOOKS COUNCIL of WALES

## Books Council of Wales

Publishing Development Department

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### Invitation to Tender

#### English-language Publishing Grants NEW LITERARY MAGAZINE 2024–2028

We are inviting applicants for a four-year contract for funding a brand-new magazine under the Cultural Periodicals Grant.

The scheme already supports a number of cultural magazines that feature good writing, high-quality journalism, review and debate on a range of topics.

This new tender opportunity seeks specifically to award funding to a single new English-language literary magazine with a strong focus on fiction and creative non-fiction, featuring robust reviews and commentary, and which has a robust, adaptable business model at its core.

For successful shortlisted applicants, a sum of up to £5,000 is available to help cover business and production costs incurred in preparing a sample issue for the final phase of the tender process.

### Eligibility and Qualification

*Who may apply*

**Only publishing companies based in Wales can apply.**

Please note: successful applicants must have a separate bank account for the magazine before the first grant instalment can be paid and will need to become a legally incorporated body by the end of the financial year.

The scheme **does not fund**:

- small magazines which are likely to 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 purely or predominately local interest.

## The Grant

- A sum of £80,000 per annum, for four years, is ring-fenced for this new tender (paid pro rata for the first year, from October 2024.)
- This funding will be provided for one engagingly written, good-quality literary magazine which covers the following areas: short fiction, creative non-fiction, literary review and criticism.
- In common with all magazines funded under this heading, this new title must contain book reviews to support the publishing industry in Wales as a whole.
- By the end of the award period, we will aim to fund at a gearing ratio (i.e. proportion of grant income to income generated from other sources) of up to 2:1.
- Eligible magazines can be delivered on multiple platforms, but a print element is required.
- The minimum average circulation per issue for a multi-focus magazine is set at 700 for the first year of the grant, rising to 1,000 by the end of the award period.
- The grant is offered as a four-year contract, subject to satisfactory annual review of the franchise holder and to the continuation of funding from Welsh Government. Subject to funding, the franchise will go out to tender again at the end of this period.

## Assessment Criteria and Priorities

The following matters will be of particular consideration during assessment:

- Making a significant contribution to the culture of Wales
- Commitment to good quality, engaging writing, and high editorial standards
- Commitment to showcasing the English-language literature of Wales through a robust combination of producing new writing as well as fostering both reviews and criticism
- Emphasis on high-quality design and production values, in line with contemporary English-language magazine standards
- A robust business plan which includes sales forecasting, distribution models in and beyond Wales, subscription management, advertising revenue, and other income-raising schemes to attract funding and sponsorship
- Specific editorial policies that reflect commitment to diversity, inclusivity, and accessibility in publishing – i.e., applicants must implement a formal policy for commissioning underrepresented writers, assembling a diverse board, and broadening the range of individuals contributing to production

- A demonstrated commitment to skills development and the health of the publishing ecosystem in Wales (e.g., through the implementation of schemes such as 'temporary' board membership, mentoring schemes, staff development, and opportunities in design, editorial, and contributor writing)
- Value for money (including prudent and efficient management of costs and the projected grant per copy sold)
- The ability to adhere to a publishing schedule
- Marketing and publicity, with an emphasis on reaching and developing readerships
- The applicant's existing experience and skills in magazine publishing

## Applications

Please note that this is a two-stage application process. Applicants successful in Stage 1 will be invited to submit additional documents for Stage 2, as well as attend an in-person interview.

### Stage 1:

For Stage 1, all applicants must submit a brief application form (supplied with this document). This must be returned to the Publishing Development Department by email (address at the bottom of this document) by **5pm on 15 April 2024**. Any significant questions or concerns will be discussed with applicants prior to being invited to submit a full application.

### Stage 2:

Applications should include the following:

- 1) **Narrative report** with sections as follows:  
*Please note: If the same information is relevant to several of the headings, you needn't repeat information provided elsewhere in the narrative report. You may simply skip a heading you have already covered, indicating where the information is provided.*

## Plans and Projections

- a. Editorial policy and plans – may include editorial process & procedure, commissioning strategies, balance between new writing, reviews, and criticism, etc
  - b. Design and production - can encompass both print and digital
  - c. List of persons involved, including brief biographies and experience
  - d. Sales and distribution strategy
  - e. Marketing and publicity policy and plans
  - f. Plans for website development and development of digital formats
  - g. Financial projections, including other possible funding/sponsorship
- 2) **Forecast sales & distribution figures** (please use the form provided)
  - 3) **Budgets**
    - i. One-year budget projections (please use the form provided)
    - ii. Four-year budget plan

- 4) **Company structure** please describe your proposed company structure, or discuss models or specific magazines that would want your structure to emulate
- 5) **Sample Issues**  
A full mock-up of the first issue, including cover design; sample editorial, if applicable; contents page, and 2-3 sample articles (including images, if applicable) showing internal design, layout and paper.  
Outline plans for the subsequent three issues should also be submitted.
- 6) **In-person interview with English-Language Publishing Development Subcommittee**  
The interview panel will consist of 8 members of the subcommittee and two external industry experts, plus several members of Books Council staff for administrative purposes (names of all present to be provided closer to the interview date).

***The interviews will take place in Aberystwyth, at the Pantyfedwyn Foundation. If you have any requirements or questions regarding accessibility, please let us know.***

## **Format:**

Please submit all Stage 1 material **by 15 April 2024** in the following formats:

By email in Word and Excel to [English.Grants@books.wales](mailto:English.Grants@books.wales) (with the subject line 'New Literary Magazine Application')

## **Timetable:**

Deadline for stage 1 application form: 15 April 2024  
Notification of shortlist: on or before 22 April 2024  
Full Application deadline: 5 July 2024  
Interviews: 23–24 July 2024 (in person, in Aberystwyth)  
Notification of decisions: August 2024  
Funding to begin: October 2024

If you have any questions about eligibility or application process, please contact:

**Dr Ashley Owen,**  
Publishing Development Department,  
Books Council of Wales,  
Castell Brychan,  
Aberystwyth,  
Ceredigion,  
SY23 2JB  
Tel: 01970 629555 Email: [English.Grants@books.wales](mailto:English.Grants@books.wales)

## **Complaints**

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 lodge a complaint if you believe that we have not followed our outlined process in dealing with your application, and your complaint

must be received within 10 days of the action to which the complaint refers. You cannot use the complaints process to appeal against the subcommittee's decision.

## **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.

## **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.

[Mae fersiwn Cymraeg o'r canllawiau hyn ar gael.](#)  
[A Welsh-language version of these guidelines is available.](#)