



CYNGOR LLYFRAU CYMRU BOOKS COUNCIL of WALES

Translation Tender for the Reading Well Programme

Timescale

If you are available to undertake this work, please reply by:	02/04/2025
If your bid for this work is successful, you will be notified by:	04/04/2025
The work will be sent to you by:	After 7/4/2025
Translation to be returned by:	The final volume by 12/01/2026

Details

Client:	Books Council of Wales
Title of the work:	Reading Well for Families
Type of work:	Creative and technical translation
Subject area:	Factual and creative non-fiction, perinatal and postnatal care, mental health
Number of words:	c. 468,000

Background

Reading Well: Books on Prescription helps you understand and manage your health and well-being by using self-help reading. This programme has been approved by professional health workers and is supported by public libraries. There are currently five Reading Well: Books on Prescription lists available in Wales: common mental health conditions; dementia (2019 and 2024 lists); young people; and children. These books will be available to borrow from libraries as well as to be sold commercially.

The Reading Agency is responsible for the programme. The Welsh Government is funding the scheme in Wales, and the Books Council of Wales is responsible for organising the translation and publication of the Welsh-language titles. This tender is for the translation of perinatal titles.

The Work

The Books Council of Wales is looking for competitive tenders of up to £37,000 to translate 7 books (c. 468,000 words) related to perinatal and postnatal care. The text includes the cover, back cover, bibliography, index and any additional wording not included in the main text. For administrative reasons, the books' titles will have been translated in advance.

The Content

The titles contain a variety of self-help, advice and biographical books concerning perinatal and postnatal health and the wellbeing of parents and infants, including factual and biographical texts on postnatal depression, miscarriage and birth trauma, new and single motherhood, fatherhood, and infant loss. For a full list of titles see Attachment 1.

Language

The translation must be of a high standard and edited thoroughly to ensure accuracy, quality, and an appropriate and accessible register.

Posts to support the project.

A project officer is available to oversee the running of this scheme, and to ensure easy co-operation between the translator and the Books Council, as well as liaising with The Reading Agency.

There will also be a central editor responsible for proofreading and ensuring consistency regarding language and register. **Please note however that it is expected that the translator will ensure the work has been edited to a print-ready standard before being passed on to the editor for the final proofing.**

Title priority

The titles will be submitted for translation in a specific order to supply the publisher(s) regularly with a text for typesetting and printing. The Books Council reserves the right to vary the number or exchange titles if the need arises.

Publishing timetable

Translation work will start immediately and translated books will be submitted in a specific order, to be agreed beforehand. The work should be completed by the **12 January 2026**.

Shortly after the issue of this translation tender a parallel tender will be issued for printing and publishing the titles.

Competence

Applications are welcome from translation companies who have experience of translating narrative to a high standard and a specified timetable. Applicants with experience in the field of health and wellbeing are especially welcome.

Criteria

The successful tender must offer:

- translation, editing and checking processes of a high standard;
- experience of ensuring a consistent terminology across several publications;
- assurance of being able to work to a realistic timetable;
- value for money;
- the ability to collaborate openly with the Books Council of Wales.

Applications

The application must explain how you would fulfil this contract including:

- a summary of the price submitted for the tender and how it would offer value for money to the Books Council of Wales. This should include a price per 1000 words which will be the basis on which we calculate any variation in the total amount of words translated (35%);
- any relevant experience in the field of health and wellbeing, a clear explanation of how you would manage this contract, including details of the translators in your team including their competences and qualifications, and the contract manager's name (25%);
- an outline of your quality control procedures including details regarding your terminology regulation methods and use of translation software (20%);
- provide examples of previous work undertaken, especially in the field of health and wellbeing (20%).

Award of tender

The Books Council will award the contract based on the merits of individual applications and the needs of the project in general. It reserves the right to support any application or a combination of applications.

Electronic copies of the application should be sent as Word and Excel files in an e-mail to darllenynwell@llyfrau.cymru under the heading **Reading Well for Families Tender**.

Applications must arrive **by 12:00 midday on Wednesday 2 April 2025**. It is expected that the successful applicant(s) would start working on the project as soon as possible after this date.

Please provide evidence that you meet the requirements and quote your rate for this work.

If you have any queries, please contact:

Name: Lowri Angharad Pearson

Tel.: 01970 629543

Email: darllenynwell@llyfrau.cymru

Contractors are expected to provide translations that are fit for purpose, in line with the translation requirements above.

In committing to undertake this work, you are declaring that it will not lead to any conflict of interest.

Mae'r ddogfen hon hefyd ar gael yn Gymraeg /
A Welsh-language version of this document is also available

Appendix 1

1. *No One Talks About This Stuff: Twenty-Two Stories of Almost Parenthood* = 75,394 words
2. *You the Daddy: The Hands-On Dad's Guide to Pregnancy, Birth and the Early Years of Fatherhood* = 75,830 words
3. *Loving You From Here: Stories of Grief, Hope and Growth When a Baby Dies* = 78,958 words
4. *Coping with Birth Trauma and Postnatal Depression* = 40,241 words
5. *Bonkers: A Real Mum's Hilariously Honest Tales of Motherhood, Mayhem and Mental Health* = 76,316 words
6. *Mindful New Mum: A Mind-Body Approach to the Highs and Lows of Motherhood* = 37,171 words
7. *What Have I Done?: Motherhood, Mental Illness & Me* = 83,994 words