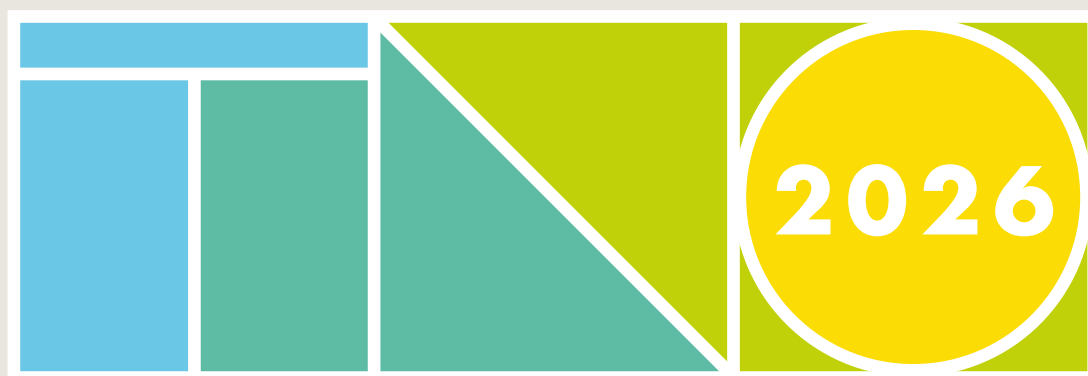




Tir na n-Og

GWOBRAU • AWARDS

Tir na n-Og Wales Children's Book Awards

Submission Guidelines



Deadline for submissions: Monday 24 November 2025*

(*Books published between 24 November – 31 December 2025 to be submitted by Friday 12 December 2025)

The Tir na n-Og Children's Book Awards are Wales' oldest and best-loved children's book awards. Established in 1976, the awards recognise and celebrate the best authors, the most creative illustrators and the greatest reads for children.

The awards have been won by some of our leading writers and illustrators including Manon Steffan Ros, Jac Jones, Gareth F. Williams, Catherine Fisher and Jackie Morris.

Three prizes of £1,000 are awarded annually to the overall winner in each of the three categories. The awards are sponsored by CILIP Cymru Wales (Chartered Institute of Librarians and Information Professionals) and the Books Council of Wales.

Categories

- Welsh-language books for primary school age (4–11)
- Welsh-language books for secondary school age (11–18)
- English-language books for primary and secondary age children (4–18) with an authentic Welsh background.

Prizes and Promotion

- The winning author of each category is awarded £1,000, to be shared with the illustrator if the book is illustrated.
- When a book with multiple authors/illustrators wins a prize, the award may go to the editor.

The Books Council of Wales promotes the Awards by producing promotional materials for bookshops and libraries and shadowing resources which are distributed to schools in Wales. The Awards are also supported via a strong PR and digital marketing campaign.

Category winners are invited to tour schools and libraries in Wales, coordinated by the Books Council of Wales.

Shadowing Scheme

Children will be able to take part in the Shadowing Scheme which is open to schools throughout Wales. Pupils in the shadowing scheme will be able to select their favourite books from the shortlist independently to the judges' winning books.

The Books Council of Wales will purchase sets of the shortlisted books for schools taking part in the shadowing scheme. Discount terms will be agreed in advance with the shortlisted publishers.

Timetable

- | | |
|-------------------|--|
| 16 September 2025 | – submissions open |
| 24 November 2025 | – submissions close |
| Spring 2026 | – shortlists announced + retail campaign and shadowing scheme launch |
| Summer 2026 | – winners announced |





Eligibility Criteria

Publishers may submit as many eligible books as they wish

- Welsh-language book for primary school age (4–11)
- Welsh-language book for secondary school age (11–18)
- English-language book with an authentic Welsh background for primary and secondary school age (4–18).

Definition of authentic Welsh background:

Titles which have content that have clear relevance to Wales, for example, setting, heritage or culture. Author residency or citizenship is of no relevance in this instance.

- Eligible titles need to be first published between 1 January and 31 December 2025.
- Poetry, fiction, non-fiction, anthologies and picture books are all eligible.
- Books published in both Welsh and English are eligible.
- New formats are eligible if material is assigned a different ISBN..
- Colouring books, educational packs, textbooks are not eligible.
- Reprints and second editions are not eligible.
- Translations are not eligible, unless adapted by the original author. .
- Books will not be eligible in a category where the author (or a member of their immediate family) is a member of the category judging panel. Books will be eligible where the author (or a member of their immediate family) is a member of a separate judging panel.
- Books solely published online are not eligible.
- The author must be alive when the book is submitted.





Terms and Conditions

Please ensure that you've read the Terms and Conditions very carefully as they will be enforced.
Eligibility will be double-checked.

For all queries, including those relating to eligibility or late submissions, please contact the Books Council of Wales.

Entries must be submitted in physical format as well as by e-mail.

Please send **five gratis copies** of each title submitted, accompanied by a completed Entry Form, before 24 November 2025:

Tir na n-Og Wales Children's Book Award,
Books Council of Wales,
Castell Brychan,
Aberystwyth,
Ceredigion
SY23 2JB

Tel: 01970 624151

Email: cllc.plant@llyfrau.cymru

- It is a condition of entry that the publishers and authors of all shortlisted and winning books must co-operate with the Books Council of Wales in publicity and promotion surrounding the Tir na n-Og Wales Children's Book Awards.
- Winning authors will also be required to co-operate with the media immediately after the announcement and subsequently.
- Shortlisted publishers are expected to provide discounted copies of the book for the Award's Shadowing Scheme with the discount to be agreed in advance with the BCW.
- Publishers of shortlisted titles will be expected to ensure that the titles must be in print from the date that the shortlist is released until the winners are announced.
- Shortlisted publishers will be expected to supply the following:
 - hi-res image of book cover (including any relevant credits)
 - hi-res picture of the author (including any relevant credits)
 - short description of the book
 - short biography of the author and contact details
- A maximum of 5 additional gratis copies **of shortlisted books** will be required by each publisher for publicity purposes.
- A further maximum of 5 gratis copies **of each Award-winning book** may be required supplied by each publisher for publicity purposes. All books supplied are not returnable.
- Publishers are expected to mention the prize in their blurbs should the award-winning volume be reprinted; it would also be desirable for publishers to include the following words on any new works issued by former prize-winners: "... Tir na n-Og Wales Children's Book Award winner...".





- The publishers of all shortlisted and winning books must endeavour to use any artwork provided by the Books Council of Wales to promote the titles' success and therefore to help promote sales are used for that purpose and used on the appropriate books in all formats including electronic.
- The submission of an author's work by the publisher will be taken as agreement by the author that he/she is willing for the submitted work to be considered.
- Judges may consider any book not submitted, provided it conforms with the qualifications cited in these rules, and subject to the publisher's agreement (which will be taken to include that of the author/s) to submit copies on request.
- All shortlisted authors and illustrators must use every best endeavour to attend the presentation ceremony in the summer of 2026. If there is any problem over the author's availability, Books Council of Wales must be informed immediately. Further details to follow.
- The decisions of the judges are final. Neither discussion nor correspondence concerning any decision can be entered into.
- The Books Council of Wales reserves the right to either include or refuse any entry for any reason considered justifiable, and reserves the right to vary the Rules and Conditions of Entry and alter the published programme, as may be deemed necessary to ensure the proper administration and integrity of the Awards and where required for reasons beyond the control of the Books Council of Wales. The decision of the Books Council of Wales on these issues shall be final and binding and no correspondence will be entered into.

Books Council of Wales

The Books Council of Wales is a national charity which supports and develops the publishing industry in Wales. We promote literacy and reading for pleasure through a range of public campaigns, activities and events across Wales, often working in partnership with schools, libraries and other literary organisations. Established in Aberystwyth in 1961, we work with publishers to nurture new talent and content in Welsh and English as well as offering specialist editing, design, marketing and distribution services. We also administer grants to publishers and independent booksellers. Our funding comes partly from Welsh Government and partly from the commercial operations of our book distribution and wholesale business.

For more information about the Tir na n-Og Wales Children's Book Awards visit books.wales





Entry Form

Publisher	
Contact name	
Email address	
Phone Number	

Title	Author	Publication date	ISBN

I confirm that the above title(s) comply with the Tir na n-Og Wales Children's Book Award Eligibility Criteria and that I have read and agreed with the Terms and Conditions. If shortlisted, I give permission to the Books Council of Wales to use any submitted marketing materials (images of book covers, authors pictures and biographies and information) for the purposes of promoting the Tir na n-Og Wales Children's Book Award

Name: _____

Signed: _____

Date: _____

