CYNGOR LLYFRAU CYMRU
BOOKS COUNCIL of WALES

English Publishing Grants

Guidelines: Small Marketing

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

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Guidelines

1 Aims

This scheme is aimed at helping publishers in Wales promote English-language books or magazines to increase sales. In the case of books, Small Marketing Activities grants are intended to support individual titles of literary merit to achieve a greater public profile.

- The scheme is intended to fund modest marketing activities such as small launches and advertising. Carefully targeted, multiple-title publicity campaigns are also eligible for support where there is a clear potential for improving sales of specific titles. Generic promotions (where the principal aim is to promote the publisher or imprint) are not a priority.
- Untargeted trade and print advertisements will not be funded.
- For magazines, small marketing activities could include promotion of a special issue or title (such as a novella or pamphlet published by the magazine), a launch event for an individual title or issue, or prizes and promotion for a contest.

The Books Council of Wales also administers a marketing scheme for English-language titles that are expected to achieve higher sales (see Marketing Grants) and a scheme for Welsh-language books, for which separate guidelines are available.

2 Eligibility

Who may apply?

This scheme is open to publishers in Wales who have a regular publishing programme or have viable plans to establish such a programme.

Magazine publishers who produce regular content in a print, digital, or hybrid format are also eligible.

Which books are eligible?

A wide range of books can be supported under this scheme. The following list gives the main eligible categories:

- Art & architecture
- Biography
- Children's books
- Comic books and graphic novels
- Cookery
- Cultural history
- Cultural tourism (but not guidebooks)
- Current affairs
- Fiction
- History (but not local history)
- Literature
- Music, stage and screen
- Photography
- Reference
- Religion and spirituality
- Nature
- Sport
- Travel

The following categories are not generally eligible for support:

- Address books, journals, diaries, etc.
- Antiques and collectables - user guides
- Building
- Business
- Do-it-yourself
- Education: teaching methods and materials (except where these directly relate to Welsh writing in English)
- Family
- Finance
- Games and puzzles
- Guidebooks
- Health and fitness
- Holiday
- Home and garden
- Hobbies
- Languages
- Law
- Lifestyle
- Local history
- Maps and guides
- Self-help
- Technical manuals

Neither of the above lists is comprehensive. Where there is uncertainty as to eligibility, publishers are asked to discuss their proposals with the Books Council's Publishing Development Department before submitting an application.

These categories apply broadly to magazines as well, in terms of what content is eligible; publishers are encouraged to contact the Publishing Development Department with any specific queries.

We welcome applications for books that help to increase diversity in the provision available, in particular work that articulates the life experiences of black, Asian and minority ethnic writers, as well as others with the protected characteristics of the Equality Act 2010.

3 Assessment Criteria and Priorities

Book/Magazine/Marketing Plans

Priority is given to promotion of books supported by an Individual Literary Book Grant and magazines supported by a Small Magazines and Presses Grant, though where funds allow other titles and magazines may be considered.

The second priority is an assessment of the strength of the title and of the marketing plan, which will be gauged according to the following criteria (which are not listed in order of priority):

- quality of design and production
- quality of writing and editing
- a carefully targeted marketing plan
- value for money
- added value: publishers must demonstrate how the proposed marketing plans add to the existing core services of the book industry in Wales and the publisher's marketing activity at the time

Publisher

The following factors will be considered:

- the strength of the publisher's current list and programme, particularly in the area of Welsh writing in English
- the degree to which the publisher's list of Welsh writing in English is likely to benefit from revenue generated by the proposed project
- the publisher's track record in keeping to publishing timetables

Relevance to Wales

- where all other factors are equal, preference will be given to projects involving Welsh or Wales-resident authors and illustrators, and/or books about Welsh subjects.

4 The Grant

- The total annual budget for this scheme is in the region of £9,000.
- Grants offered will not exceed £1,500; for larger amounts, please use the Marketing Grant application form ([GG MG (2025) Marketing Grant Application - English]).

5 Application Procedure And Timetable

- Applications must be made on the application form [GA SMAG (2025)], which may be obtained from the address at the end of this document.
- Applications are considered by the English-language Publishing Grants Subcommittee, which meets four times a year, usually in February, May, July, and October. Deadlines are posted on the Books Council's website; alternatively, they can be obtained from the address at the end of this document.
- Grants are not awarded retrospectively. Publishers should allow sufficient time between the meeting of the Sub-Committee and the start of the marketing/promotional activities described in the application form. If it appears that the planned activities are likely to start before a decision has been made or that they are delayed pending a decision so that they are not as effective, the Sub-Committee could reject the application.
- All publishers in receipt of a Small Marketing Activities Grant must adhere to the General Terms and Conditions of grant aid for this scheme, see [GT&C SMAG (2025)], including the timely supply of bibliographical data and making grant-aided titles available through normal trade channels (including the Books Council's Distribution Centre). Publishers are asked to familiarize themselves with this document before proceeding with an application.

6 Payment of Grants

Payment 1 advance payment

- A payment of half the grant is usually payable in advance on receipt of a completed claim form [GC SMAG (2025)].

Payment 2 final balancing payment

- a completed claim form [GC SMAG (2021)]
- complete copies of all relevant invoices for the complete project
- four complimentary copies of the book(s) promoted (the Publishing Grants Department will obtain these from the Distribution Centre directly, there is no need to send them). If the book is in receipt of any other BCW grants, an additional set of copies will not be requested.
- Alternatively, a single payment can be claimed following the marketing activity/ies. In this case publishers should follow the procedure described above for 'Final Balancing Payment'.

Please note that the Final Payments of each Small Marketing Grant must be claimed promptly. The Books Council reserves the right to cancel or reduce payments which are not claimed within three months of the date on which the marketing activities were due to be completed (as indicated on the application form).

7 Changes to the Original Application

The Books Council reserves the right to alter the amount of the grant payable if the details in the claim form differ significantly from information presented in the original application or if the publisher fails to adhere to the General Terms and Conditions of grant aid [GT&C SMAG (2025)].

The publisher must note any changes to the original application on the relevant claim forms and should discuss any significant changes with the Publishing Development Department in advance. Changes which must be agreed in advance include: changes to the books such as alterations in content/proposed contributors; changes to the print run; changes to the marketing activities being undertaken; other changes which are likely to have an effect on the total budget of the marketing campaign, the sales of the book or the market potential of the book.

8 Monitoring and Evaluation of Work Funded

The Books Council will ask publishers to provide regular updates of sales figures and sales revenue for titles supported under this scheme and may also require copies of reviews to help monitor quality. In the longer term, consideration will also be given to how profits made from these titles benefit the publishers' wider programme of Welsh writing in English.

Application forms and further advice may be obtained from:

Publishing Development Department
Books Council of Wales
Castell Brychan
Aberystwyth
Ceredigion
SY23 2JB

Tel: 01970 629554

E-mail: english.grants@books.wales