

Welsh Publishing Grants

Guidelines and Conditions: Individual Book Publishing Grants

Cyngor Llyfrau Cymru / Books Council of Wales
Castell Brychan Aberystwyth Ceredigion SY23 2JB
01970 624 151 llyfrau.cymru

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

Revision date: 30 April 2025

A Guidelines

1 Aims

The aim of the Individual Book Publishing Grants Scheme (together with the Programme Grants Scheme) is to enable publishers to publish books of quality, in Welsh, for both children and adults, and including both leisure titles and literary works. This funding scheme is open to non-programme publishers to contribute to the range of popular books provided. This is the only source of funding available for all publishers to provide for titles of more limited appeal.

2 Eligibility

Who may apply?

The scheme is open to publishers:

- who publish regularly in Welsh;
- who have the resources to select, edit, publish and market their output effectively;
- whose titles are available in shops throughout Wales on the usual trade terms.

Applications may be considered from new publishers, but they must demonstrate their ability to meet the above requirements. They must also submit the additional material noted under How and When to Apply, below.

Applications cannot be accepted from authors or publishers who wish only, or primarily, to publish their own work (see **Information for Authors**, <https://llyfrau.cymru/awduron/hunangyhoeddi>).

Under exceptional circumstances, applications can be considered by established publishers, from Wales or beyond, that do not regularly publish in Welsh. There would need to be a strong case for the publication and assurances provided that they are using qualified and experienced Welsh language writers and editors.

Which books are eligible for support?

- The scheme supports a wide range of books for adults and children, including leisure titles, factual books, biographies, all kinds of fiction, poetry, plays, books about literature, culture and history.
- **Exceptions:** The scheme does not fund textbooks, formal grammars, research thesis which have not been re-written, fine editions and books of very local interest.
- **Size:** In general, all books, other than books for small children, are expected to contain at least 48 pp. of text. Exceptions to this rule should be discussed in advance with the Publishing Development Department.

- **Leisure titles:** In the case of leisure books, sales of at least 400-500 copies within 18 months would be anticipated before an application could be considered for a grant.
- **Literary titles:** With respect to literary titles, translations and other works of narrower appeal, publishers must show that the proposed print-run is adequate to achieve the highest sales possible.
- **Bilingual books:** The Welsh-language parts of bilingual books may be supported, on condition that they constitute a substantial, self-sufficient unit within these publications or that the book in question is bilingual throughout.
- **Reprints:** Grants are available for reprints through the Reprint Grant which can be applied for once a year. However, no grant can be made for the reprint of a title which has already received grant-aid within the preceding year.
- **Hard covers:** Up to £750 can be applied for to bind a popular title, such as a coffee table book, in hardback if it can be shown that it is essential for that title to benefit significantly from the investment. The difference the investment would make to the sales and profits of the title as well as its appearance, and the inclusion of a copy of the proposed cover should be submitted.

Where there is uncertainty as to eligibility, publishers are asked to discuss their projects with the Books Council of Wales's Publishing Development Department before submitting their application.

3 Assessment Criteria and Priorities for Applications

Priority will be given to the following:

- popular autobiographies, and autobiographies that offer a variation on the traditional chronological form, with particular regard to autobiographies by women as well as men of diverse ethnic backgrounds.
- popular books that are representative of the diversity of society and with consideration given to articulating the life experiences of black, Asian and minority ethnic writers, as well as others with the protected characteristics of the Equality Act 2010.

Applications will be assessed according to the following **criteria**:

- the quality of the contents: each book funded is expected to be of good quality;
- the quality of the book's production: each title supported is expected to meet professional standards of printing, design, binding, etc.;
- the publisher's ability to edit, publish, market and distribute throughout Wales;
- the publisher's ability to adhere to its publishing schedule;
- the demand for the book: with regard to leisure titles, in particular, consideration is given to whether the book is likely to fill a gap in the market. In the case of titles of more limited appeal, including literary titles, it is important to show that a book is likely to meet its optimum sales potential;

- print-run: sufficient copies must be produced to ensure sufficient stocks for at least one year and if a series of print-runs are made, the first edition should be sufficient to meet market demands for at least three months following publication.

There will be stiff competition for these grants: it is important that each application argues the case for awarding a grant as fully as possible.

4 The Grant

- In general the Books Council of Wales seeks to meet the difference between the costs of publishing a book and the likely income from sales of this title in the first eighteen months. Grants of more than £3,300 are rarely awarded, and the right is reserved to make a contribution only in accordance with the wishes of the Sub-Committee.
- The purpose of this grant is not to pay for the company's general overheads, however a small contribution can be made towards the cost of publishing, marketing and occasional translation. [See 7 below]
- The Books Council of Wales must be satisfied, before awarding a grant, that the publisher has adequate administrative and financial resources to undertake publication of the titles for which funding is sought.

5 Application Procedure and Timetable

- Applications must be made on the application form which may be obtained from the address at the end of this document.
- The completed form must be accompanied by the typescript of the book. (It need not be a final edit or proof-read but publishers should be satisfied that the content of the work presented is a fair reflection of the proposed work). Manuscripts are not accepted.
- In the case of translations, a copy of the original work should be submitted, together with a sample of the translation, with the application.
- In the case of reprints and new editions, publishers should supply a copy of the latest edition, with the application.
- Novice publishers must submit two applications, including complete typescripts, and firm plans for at least one further title.
- Applications are considered at Sub-Committee meetings that specifically discuss applications. Meetings are held regularly. Publishers are notified of exact dates in advance and information is also posted on the Books Council's website.
- In exceptional cases applications between meetings may be considered and confirmed at the following formal meeting.

6 Completing the Form

The following points relate to the completion of the application form.

- **Publication date:** A realistic publication date should be supplied. If the publication date is changed, it is the publisher's responsibility to pass on the relevant information to the Publishing Development Department promptly. The Publication Development Officer (Welsh Language) will be in regular contact to discuss current publication dates. There should be sufficient time between the application and the publication date to prepare the book for successful publication and marketing. This can be up to 18 months in advance.
- **Selling price:** A book's selling price should be the highest price possible which does not adversely affect sales. If an application proposes too low a price, any grant offered may be based on a higher price. In the case of a translation, it is important to bear in mind the price of the English-language version when setting the price of the Welsh-language edition.
- **Other funding:** Funding from sources other than the Books Council of Wales should be secured wherever possible. This is especially important where production costs are high, as there is an upper limit to the grant which can be awarded to any application.
- **Description and reasons for publishing:** Applicants should state the target readership for the book, and estimate the likely demand. More information is invited on a separate sheet.
- **Production and design costs:** These costs should be set out clearly, with as much detail as possible. The Books Council of Wales cannot approve costs not clearly itemised. Remember to note the number of illustrations and photographs, the number of colours, how many colour pages are needed, etc.
- **Author costs:** When calculating the grant, allow for royalties on three-quarters of the complete print-run in the costs.
- **Basic publication costs:** £200 is allowed per title towards basic publication costs and £400 towards basic marketing costs. This applies only to new books and new editions, not to reprints.
- **Income:** Publishers are asked to estimate sales over eighteen months by all means (direct sales, through the Books Council of Wales's Distribution Centre, etc.)

7 Awarding Grants

- A grant must be awarded before the book is published.
- Typescripts are sent to independent readers, for a report. Applications are then presented to the Sub-Committee, together with the report.
- Members of the Sub-Committee will have access to the typescripts to read the work for themselves and in the case of short books an independent report may be omitted and only seek the Sub-Committee's opinion.
- In preparing papers for the Sub-Committee, the Council will scrutinise the publisher's financial estimates and adjust them as it considers appropriate.

- The Sub-Committee may take one of six possible courses of action:
 - approve the grant unconditionally (in full, or in part),
 - approve the grant conditionally,
 - approve the grant with recommendations,
 - postpone the application, and requesting that it be resubmitted after the publisher has considered the comments of the external reader and/or the Sub-Committee,
 - reject the application,
 - or direct the application to another funder.
- If an application is rejected on the basis of a report, the publisher has the right to request a second report; if the second report is also unfavourable, it will not be possible to award a grant.
- The Council may consider an application in principle, on receipt of a description of the book (with a sample of the contents, if possible) together with a rough estimate of costs. Acceptance of an application in principle does not bind the Sub-Committee to support the application when it is ultimately submitted: it merely indicates that there is no objection in principle to the application provided that the finished work is of sufficient quality and that the Sub-committee's budget allows for this at the time.
- Publishers who are not themselves printers are asked to submit at least two estimates for printing and binding with each application for grant-aid.
- All grants are offered in accordance with the general conditions, (Section B below), as well as any specific conditions which might be applied to individual applications. All applicants are expected to agree to accept these conditions when applying for a grant.

8 Payment of Grants

No grant can be paid before publication. A grant may be claimed by sending in a claim form and any changes since the original application was made should be clearly stated on the claim form. Changes may affect the grant. The Publishing Development Department will order a copy of the publication from the publisher's stock in the Distribution Centre.

9 Monitoring and Evaluation of Work Funded

The Books Council of Wales will request sales figures for each funded title after it has been in print for up to 6 months, 18 months and three years. These figures will be requested annually in September.

B General Conditions

1

The offer of grant is made on the basis of the information contained in the application and in any supplementary correspondence. The Council reserves the right to reconsider the grant awarded in cases where the published work does not correspond to the details given on the application form or otherwise agreed.

2

The grant recipient shall comply with any additional conditions and scheme requirements specified in the formal offer of grant or in any covering letter.

3

The following acknowledgment should be made in all books which have been awarded a grant: "Mae'r cyhoeddwr yn cydnabod cymorth ariannol Cyngor Llyfrau Cymru". ["The publisher acknowledges the financial support of the Books Council of Wales".] The official Books Council logo is also available and can be used by consulting the Books Council's design staff. If not acknowledged in the appropriate manner, the Council reserves the right to withhold up to 10% of the grant.

4

Acknowledgement of this grant and any other references to the Council must not be used in any way to imply that the Council undertakes or accepts responsibility to third parties for the grant recipient's debts or obligations (see no. 21).

5

All grant-aided books are required to display a 13 digit ISBN number and bar code on the cover of each publication.

6

The advance bibliographical information about any grant-aided book should reach the Books Council of Wales's Information Officer at least six months before publication, in accordance with the guidelines set down by the Books Council of Wales.

7

All information about grant-aided titles on Gwales should be updated regularly by the publisher, before and after publication of the book. Any changes in price or availability

should be fed to the Council regularly, until the book is out of print and the publisher has decided not to reprint.

8

In the case of reprints or new editions, the year of publication of the reprint or new edition must be displayed clearly.

9

The author must receive and sign a contract with the publisher. Royalties should conform to trade norms and should be paid regularly. The author should also be sent regular statements at least once a year.

10

The number of copies published must be indicated on the claim form.

11

The Books Council reserves the right to claim up to four copies of the book from the publisher's stock in the Distribution Centre for evaluation purposes.

12

In the case of books produced by non-printing publishers, the Books Council of Wales reserves the right to request that publishers produce invoices for the printing and binding work undertaken, as well as any other relevant evidence.

13

The standard of editing and design will be taken into consideration in determining the final grant. In cases where the editing or design is deemed to be defective, the grant may be reduced.

14

If the relevant conditions have not been complied with, the Books Council of Wales may require the recipient to return all or part of any grant which may have been paid.

15

The publisher should inform the Books Council of Wales of any financial support received from other sources towards the publication of the book; this should be done either in the application form or in the claim form.

16

All books which are in receipt of a grant are required to be available through the Distribution Centre and on the Books Council of Wales's terms. The books should be available to retailers on the usual commercial terms (i.e. a minimum discount of 33.3%) unless otherwise agreed.

17

Grant-aided books must be delivered to the Books Council of Wales's Distribution Centre before or at the same time as they are available by other means to any distributor or retailer.

18

If a book is available in both Welsh and English versions, and one of those versions has received grant support, then both versions must be available through the Distribution Centre in accordance with the terms specified in conditions 16 and 17.

19

All grant-aided books should be in print and continuously available in the Books Council of Wales's Distribution Centre for at least one year after publication. The first print-run is expected to be sufficient to meet market expectations for at least three months after publication. If a book goes out of print within a year, and the publisher is unwilling to reprint, the Council will be able to claim a refund of up to £1,000 per book. (International co-editions and seasonal specific books, such as some Christmas books, are excluded.)

20

In the case of grant funded books, it is a condition that the price of the book is not reduced substantially (e.g. in a half-price sale) for a period of eighteen months after publication. (This does not prevent the publisher from having 'special offers' or other reductions to promote books.)

21

All publishers are required to provide sales figures for all titles for a period of up to three years from the publication date.

22

The publisher on his own behalf (and others) covenants with the Books Council of Wales and their successors in title that he the Publisher will at all times hereafter save from harm and keep indemnified the Books Council of Wales from all proceedings costs claims and demands in respect of any act that might result in the breach of any law.

23

The Publishers are expected to bear the cost for the basic marketing of the title. This entails: organising and paying for the attendance of their own staff and the author/editor at an event; basic advertising in community newspapers etc.; printing invitations, posters (particularly in the case of printer-publishers); producing press releases and organising social media coverage.

24

A book aimed at Welsh learners in receipt of a Books Council grant is expected to comply with the language standards of the National Centre for Learning Welsh. Therefore, the books have to go through the Books Council Editorial Team to be edited to those standards, as well as proofreading. By going through this process the book will be able to be branded as part of the Amdani series and promoted through the Centre's network. The publisher should consult the Books Council's Design Team to ensure that the design complies with the series.

25

All original Books Council funded books are expected to be published as an e-book as well as being placed on folio.cymru at the same time as the paper publication or within a maximum of six months.

Application forms and further advice may be obtained from:

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

Tel: 01970 629554

E-mail: grantiau.cymraeg@llyfrau.cymru