CYNGOR LLYFRAU CYMRU
BOOKS COUNCIL of WALES

Welsh Publishing Grants

Guidelines and Conditions: Book Marketing Grants for Individual Publishers

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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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A Guidelines

1 Aims

The aim of the scheme is to promote sales of Welsh language books by offering grants to publishers that are not programme publishers towards marketing titles beyond their usual marketing schemes, and to new customers and readers in particular.

2 Eligibility

Who may apply?

The scheme is open to applications from publishers that are not programme publishers to promote and increase sales of titles that have received publishing grants from the Books Council of Wales.

What activities are eligible for support?

- Imaginative applications are welcome for any activity aimed at increasing sales of a particular title or titles, listed below are some examples of the types of activities that could fall within the scheme.
- **Book launches:** popular events drawing audiences of around 60 persons to mark the publication of one or more titles. Such an event would be expected to attract wider publicity for the title and author through as many news media outlets as possible thereby generating the highest possible sales.
- **Promotional Tours:** two or more events that focus on a specific title or titles. It is expected that these would be publicised as a package of events that could potentially gain momentum and secure greater exposure and attention. As above, such events would be expected to draw an average audience of around 60 persons and attract wider publicity for the title and author through as many news media outlets as possible thereby generating the highest possible sales.
- **Use of Technology:** applications to develop ways of promoting titles that use the latest technology leading to increased sales. Again, this is expected to be beyond the publisher's usual marketing programme.
- **Employing a publicist:** applications may be made to employ an individual or company to publicise a title or titles with the specific aim of increasing sales.
- **Marketing materials:** applications will be considered for bespoke marketing materials or book tours, which go beyond the publisher's general marketing schemes.
- **Staff:** applications will be considered to pay publishers for staff time in order for them to undertake promotional work on grant funded books beyond their normal working hours.

General

- an audience of 60 persons or more;
- launching two or more titles simultaneously is to be welcomed;
- cooperation between two or more publishers is to be welcomed;
- applications are welcomed to publicise books for Welsh learners, adults, children and young people;
- when launching titles publishers are encouraged to take advantage of pre-existing events e.g. a festival, conference or young farmers rally etc;
- plans outlined in the application to ensure television coverage will be viewed favourably;
- there will be an expectation for titles to be sold by a recognised bookseller, and the bookseller must receive those books through the Books Council of Wales's Distribution Centre;
- in respect of employing a publicist, applicants will be required to show evidence of the individual/company's publicising experience;
- in respect of printed materials, the Council will not be prepared to spend significant amounts on leaflets and posters;
- a subsidy of no more than £4 per head can be allowed for any drink and refreshments provided.

3 Assessment Criteria and Priorities

Emphasis will be placed on the following elements when assessing applications

- priority will be given to schemes that are likely to achieve the greatest impact in terms of sales;
- the aim should be to attract new buyers wherever possible;
- it is important to choose titles that are suitable for promotion, that would benefit from marketing;
- added value: publishers must demonstrate how the proposed marketing schemes add to the basic marketing work planned for each title;
- added value: publishers must demonstrate how the proposed marketing schemes add to current services offered by the Books Council of Wales, e.g. Gwales and the seasonal advertising campaigns;
- emphasis will be placed on applications that feature a variety of mass media and social media as part of the scheme.

4 The Grant

A grant will be offered of up to 75% of allowable costs. An application can therefore be submitted for projects up to £1,000 of allowable costs and financial support of up to £750 per title can be offered.

Publishers are expected to undertake basic marketing of the title and bear the costs of such marketing. This involves:

- arranging and paying for their own staff and the author/editor to be present at an event;
- basic advertising in community newspapers etc;
- printing invitations, posters (particularly in the case of printers-publishers);
- issuing press releases and organising publicity on social media.

5 Application Procedure and Timetable

Publishers are expected to apply for a marketing grant at least three weeks prior to the event (or the first event in the case of a series of events).

Grant applications will not be accepted after the event has taken place.

In exceptional cases applications between meetings may be considered and confirmed at the following formal meeting. Meetings are held regularly. Publishers are notified of exact dates in advance and information is also posted on the web.

Applications can be made between Sub-Committee meetings by submitting them to Officers and Officers may approve a marketing grant of up to £400. These decisions are formally reported at the full meetings of the Publication Development Sub-Committee.

6 Payment of Grants

The grant can be claimed by sending in the appropriate claim form.

Claims should match applications with as much detail as possible of expenditure items. Any variations should be discussed with Books Council of Wales officers with any variations noted on the claim form.

Each marketing grant is expected to be claimed within three months of the event (or the last in a series of events.) In the event of failure to do so, the Council reserves the right to cancel the grant.

Claim forms can be obtained using the contact details at the end of this policy.

7 Monitoring and Evaluation of Work Funded

When monitoring and evaluating the success of events the following will be considered:

- Sales at the event;
- Numbers attending;
- Attention given to the event by both mass media and social media;
- Added value beyond the publisher's and the Books Council of Wales's marketing programmes.

In addition:

- Accompanying evidence of an increase in sales over time may be beneficial for future applications.

B General Conditions

1

The books awarded marketing grants must be ones supported by the Publishing Grant.

2

Books sold in the launches / on the tours must be sold by recognised booksellers, and the shop(s) must be supplied by the Books Council of Wales's Distribution Centre.

3

The books must reach the Distribution Centre at least two weeks before the sponsored event. This will ensure that the books are distributed well and that shops throughout Wales can take advantage of any publicity that may arise in the wake of launch.

4

Publishers may apply for any costs incurred by the marketing activity in accordance with the policy. (Fees for authors may not be applied for.)

5

A copy of any digital / electronic material created should be sent to Books Council of Wales as soon as it is available.

6

All marketing materials including social media should acknowledge the importance of supporting a local bookshop (and not only refer to the publisher's website).

7

The Books Council of Wales's support should be recognised at all events and on all materials, analogue and digital, produced.

8

Please note that up to 75% of the sum applied for will be granted and that the Books Council of Wales reserves the right to pay less depending on the success of the activity.

9

When employing a professional promoter please send the Books Council of Wales a copy of their CV.

10

The grant should be claimed by sending a claim form within three months of the event (or the last in a series of events) to the Grants Department along with copies of invoices for costs incurred. In the event of failure to do so, the Council reserves the right to cancel the grant.

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In the context of a promotional tour any travel and subsistence costs will be paid in line with Books Council of Wales rates.

Application forms and further advice may be obtained from:

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