

Welsh Publishing Grants

Guidelines and Conditions: Book Marketing Grants for Programme 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 programme publishers towards conducting more ambitious promotional activities alongside 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 to promote and increase sales of titles that have received publishing grants from the Books Council of Wales.

Other publishers receiving Council publishing grants may apply for a marketing grant to promote one or more specific books through the usual marketing grant. Please see the relevant guidance on the Council's website or contact the Development Officer via the contact details at the bottom of this document.

3 Assessment Criteria and Priorities

One marketing grant for the financial year is offered to programme publishers.

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

- 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;

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

Programme publishers are invited to submit one marketing application for the new financial year by mid-February each year.

Ambitious bids focusing on a certain number of titles per year are expected, this budget should not be spent across the board over the whole programme.

Publishers should use the total marketing grants awarded to them over the past year as a yardstick when submitting an application.

All applications for marketing funding for the following financial year will be dependent on receiving a full report on the publisher's promotional and marketing activities during the year for which the grant was awarded.

6 Payment of Grants

The Marketing Grant will be paid in four equal payments for the four quarters of the financial year. Publishers are not expected to submit a form to claim these payments but the Council has the right to enquire about invoices and other evidence of marketing at any time.

7 Monitoring and Evaluation of Work Funded

All applications for the following financial year will be subject to receiving a full report on the publisher's promotional and marketing activities during the year in which the grant was awarded.

The report on the work of the year will be expected to include, at a minimum, where appropriate:

- Number of people at an event(s)
- Number of books sold at event(s)
- General description of supported activity/activities
- Views on the main successes of the marketing campaign
- Lessons learned.

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 three days before the sponsored events. 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 activities in accordance with the policy.

5

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

6

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

7

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

8

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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Publishing Development Department
Books Council of Wales
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