

Revenue Publishing Grants

Guidelines, Terms and Conditions

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

Publishing Grants Department

Aims

The scheme provides support for the staff and literary publishing programmes of publishers based in Wales to promote diversity, ambition and professionalism in the publishing sector.

The Books Council of Wales also administers a variety of grants for individual titles in English. Separate guidelines are available for these grants on the BCW website, or by contacting the Publishing Development Department at the email address below.

Eligibility

Applicants must be established publishers of literary books based in Wales, with a strong track record in publishing books of high quality.

Applicants must demonstrate the need for funding.

Recipients of grants must be legally incorporated bodies; these will generally be not-for-profit companies limited by guarantee.

The scheme **does not fund:**

- self-publishing ventures (i.e. companies that require financial contributions from authors or individuals, or writing groups that primarily publish their own writing)
- publishing lists that include the following: local history (unless there is a clear interest in the subject outside the locality); guidebooks, self-help, or hobbies; professional texts or journals; periodicals; musical scores

Submissions from new applicants will be assessed according to the following general criteria:

- The demonstrated need for funding
- The applicant's vision and likely contribution to the culture of Wales
- The likely quality in terms of content, production, and design of the applicant's publishing programme
- Sustainability and financial management (including a prudent business plan and the projected grant per title)
- The ability to attract funding and sponsorship from other sources, and to maintain beneficial partnerships
- The applicant's ability to reach readers and distribute throughout Wales and (where appropriate) beyond, based on a detailed marketing strategy
- A demonstrated commitment to skills development and the health of the publishing ecosystem in Wales (e.g., through the implementation of schemes such as 'temporary' board membership, mentoring schemes, internships, etc.)

- Specific policies that reflect commitment to diversity, inclusivity, and accessibility in publishing – i.e., applicants should be prepared to discuss their policy and practices for commissioning underrepresented writers, diversifying their Board membership, and broadening the range of individuals contributing to production
- The clarity and effectiveness of the applicant’s administrative processes (e.g., adherence to the critical path, clear communication with authors, etc.)

In addition to these criteria, current Revenue Grant recipients will be assessed according to targets set at the beginning of the current funding period and recorded in their Individual Funding Agreement.

The Grant

- The total budget for this scheme is generally in the region of £200,000 per year.
- Revenue Grant funding is awarded for a period of five years, subject to continuation of funding from the Welsh Government.
- Grant award amounts are offered as a contribution towards the projected difference between a publisher's costs and generated income. In return, the publisher must undertake to publish a specified number of titles during each financial year.
- While this grant is intended to help publish literary titles, publishers should aim to produce a balanced list that includes some titles of broader commercial appeal. To ensure this balance, average sales targets for the publishing programme as a whole (rather than individual sales targets per title) will be agreed with each publisher and must be met within 18 months of offering the grant.
- Repeated failure to meet agreed upon targets may result in the reduction of a revenue publisher’s grant.
- The grant is also subject to continuation of funding from the Welsh Government; any change in that level of funding may result in changes to the grant levels awarded.
- First-time Revenue Grant recipients will be subject to a 2-year probationary period, after which an assessment will be held to determine the subsequent 3 years’ funding. For more details on this assessment, please see the ‘Monitoring and Evaluation of Funded Work’ section of this document.

Application Procedure and Timetable

- The next tender process will be held in the autumn of 2025 to award funding for a period commencing **1 April 2026** and ending **31 March 2031**.
- In general, a tender process will be held in year 4 of every 5-year funding period.
- Established publishers of Welsh literature in English who wish to enquire about the possibility of revenue funding for the 2026-2031 funding period should contact the Publishing Development Department.

Payment of Grants

- Grants are normally paid in equal sums at the beginning of each quarter.

Monitoring and Evaluation of Funded Work

- The Books Council will request sales figures annually, in September.
- The BCW will also hold annual evaluation meetings with each revenue publisher to review performance and adherence to agreed-upon targets. These meetings will typically be held in November.
- Based on the discussion in those meetings, the Publishing Development Department will prepare an Individual Funding Agreement with the next financial year's targets, to be agreed upon, signed, and returned before the beginning of the next financial year.
- First-time Revenue Grant recipients will be subject to a 2-year probationary period, after which the BCW will assess the publisher's progress and make a decision regarding the further 3 years of funding. The revenue publisher's second annual evaluation meeting will serve as that assessment.

Terms and Conditions of Grant

Publishing and Production

- The publisher must notify the Publishing Development Department promptly of any changes to the titles or publication dates listed in the annual publishing programme agreed by the Publishing Development Subcommittee.
- The following acknowledgment must be printed on the title verso page in all books which have been awarded a grant, or which have been worked on by staff whose posts are supported by grant aid:

The publisher acknowledges the financial support of the Books Council of Wales.

In addition, where the logos of other funders/sponsors/supporters appear on the title verso page, cover or elsewhere in the book, the publisher must include the Books Council Wales logo in addition to the wording given above.

Failure to include a proper acknowledgement may result in a reduction of up to 10% of the grant payable.

The financial support of BCW should also be acknowledged at all public events aimed at promoting or marketing supported titles. 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.

- All grant-aided books are required to display a 13-digit ISBN number and bar code on the cover of each publication. In the case of reprints or new editions, the year of publication of the reprint or new edition must be displayed clearly.
- Publishers must not publish books during December. A £200 penalty for publishing titles in December will be enforced. Publishers must ensure that all books arrive at the BCW's Distribution Centre by the last Wednesday of November of each year. This penalty applies to all grant-aided books.
- Grant recipients will be set an average net sales target for their entire revenue programme. Publishers must meet this target within 18 months of the offer of grant. Failure to meet targets will be noted by the Publishing Development Subcommittee and consistent failure to meet targets may result in a reduction in funding.
- All non-printing publishers are required to retain invoices for the printing and binding work undertaken. The BCW reserves the right to request these or any other relevant evidence of expenditure. Non-printing publishers are also required to seek a minimum of three quotes to establish the most competitive prices for typesetting and printing at least every 5 years, although more frequent comparisons are recommended.
- Printer-publishers should keep a record of the prices charged in-house for printing books and these should reflect the prices charged to other customers for similar services. The BCW reserves the right to request these or any other relevant evidence of expenditure. The finances of the publishing wing of printer-publishers should be recorded separately from printing activities for the purposes of financial reports to the BCW.
- Authors must receive and sign a contract. The publisher must send statements to authors at least once a year. Royalties due should also be paid at least once a year. Contracts must clearly indicate when authors may expect to receive statements and payments.
- Royalties for books published with the aid of a revenue programme grant must not be less than 10% of net. Clear records of sales at different discounts must be maintained by the publisher.
- In the case of translated work, the translator must be acknowledged on the title verso page.
- It is expected that grant-aided reference books or books of an academic nature contain an index.
- The Publishing Development Department will obtain the required four complimentary copies of all titles directly from the Distribution Centre.

Distribution and Sales

- All titles in the publisher's annual revenue publishing programme must be published and reach the BCW's Distribution Centre by an agreed date during the last week of March each year. The date will be set out in written correspondence sent to publishers each financial year. Any books which do not meet this deadline will become part of the next year's publishing programme and the total grant already paid for the late books in the previous financial year will be deducted from the sum payable in the following year.
- The ISBN of all books published, together with as many other particulars of the book as possible, should reach the BCW's Sales and Information Department, in electronic format, a minimum of nine months before publication as stipulated by the Critical Path.
- The grant recipient should use the online pro forma to submit all bibliographical information and cover images to gwales.com. Access to the online pro forma is via a password, which can be obtained by contacting the Sales and Information Department. Where this is not possible the grant recipient should discuss this with the Sales and Information Department and the Publishing Development Department.
- All information about the title held on gwales.com (bibliographical information, short description and cover image) must be updated immediately, as and when any changes occur, by the publisher, before and after publication, until the book is out of print. The publisher should make any necessary changes via the online pro forma (or as advised by the Sales and Information Department). The publisher should regularly check the information held on gwales.com.
- The price of a grant-aided book cannot be reduced substantially within 18 months of publication. This does not prevent promotional offers of various kinds but does prohibit the virtual remaindering of recently supported titles. Therefore, recent titles are excluded from the BCW's Spring Sale.
- All books published by a revenue-funded publisher are required to be available through the BCW's Distribution Centre and available to retailers on the usual commercial terms unless otherwise agreed.
- All grant-aided books must be delivered to the BCW's Distribution Centre before or at the same time as they are available by other means to any distributor or retailer, including launches. It is the publisher's responsibility to make the necessary arrangements to ensure books reach the Distribution Centre on time. E-books must be available through the BCW website before or at the same time as they are available to any other distributor or retailer.
- All individually grant-aided titles should be kept in print for at least 12 months after publication (with the following exceptions: co-editions where the Welsh publisher is unable to control the printing timetable; seasonal books, including some Christmas titles; books published to tie in with particular events, e.g. World Cup).

If a grant-aided book goes out of stock in less than a year (a maximum of two weeks grace is allowed for any single title in any twelve-month period), a financial penalty of

£1000 may be enforced.

It is the responsibility of the publisher to ensure that reprints are available in good time and that books ordered reach the BCW's Distribution Centre in good time to avoid incurring the above penalty.

- If a publisher receives core funding from the Books Council (e.g. support for posts or a revenue grant), then all titles published by the publisher, whether in receipt of individual grant-aid or not, must be continuously available through the Books Council's Distribution Centre for a minimum period of 12 months (with the exceptions listed in the point above).
- The publisher must produce an up-to-date catalogue for the trade at least once every two years. The catalogue should list sources of supply, including bookshops, the Books Council's Distribution Centre, and Gwales.com.
- Where reference is made to distribution in trade or publicity material, the publisher must include contact details of the BCW's Distribution Centre.
- Where websites or other internet sources are given in any marketing or promotional material (including advertisements), featuring grant-aided titles (or multiple titles where the majority are grant-aided), gwales.com must also be listed. Gwales.com need not be listed on the covers of grant-aided titles.
- If a book is available in both English and Welsh 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 above.

Reporting and Monitoring

- The publisher must submit an annual report to the BCW each year (date to be provided by the Publishing Development Department), to include sales figures, a financial report, an update on progress re performance targets, a costed publishing programme for the coming year, either an independent examiner's report or audited accounts for the previous financial year and any supplementary information requested by the BCW.
- The number of copies of each title to be published must be indicated when the publisher submits an annual publishing programme as part of their annual report. The publisher should notify the BCW of any changes to the proposed print run in advance. The BCW reserves the right to reduce the grant if the print run is altered without notification and approval.

Company Structure and Management

- Companies limited by guarantee should hold at least four meetings of their Board of Directors in each financial year. A copy of the minutes, associated paperwork and agendas of these meetings should be sent to the Publishing Development

Department at the same time as these papers are distributed to the Directors. A representative of the BCW may attend meetings (ex-officio).

- Companies limited by guarantee should, by law, have a named Director and Secretary. While it is not necessary to have a treasurer, the BCW requires that a named individual should be responsible for the oversight of financial reports presented to the Board. This person should not be the same individual who is responsible for day-to-day financial management or preparation of financial reports to the Board. It is also advised that at least one member of the Board should have a background in and recent experience of business and commerce.
- The publisher must maintain an up-to-date website.

Disclaimers

- The offer of grant is made on the basis of the information contained in the application and in any supplementary correspondence. If the purposes for which the grant has been offered are not fulfilled in due time, or if the relevant conditions have not been complied with, the BCW may require the recipient to return all or part of any grant which may have been paid.
- The Publisher for themselves (and others) covenants with the Books Council and their successors in title that the Publisher will at all times hereafter save harmless and keep indemnified the Books Council from all proceedings, costs, claims, and demands in respect of any act that might result in the breach of any of the laws of England and Wales.

Applying

Application forms and further advice can be obtained from:

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

E-mail: [**english.grants@books.wales**](mailto:english.grants@books.wales)