

Welsh Publishing Grants

Guidelines and Conditions: Payments for Visual and Design Materials – Scheme A (& B)

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 and Background

The Payments to Illustrators and Photographers Scheme aims to enable publishers to publish books of the highest quality by commissioning original visual and design material, and to commission original work for illustrated books of wide appeal for adults and children. Payment for visual material can include payment for original artwork or photographs or payment of copyright to use artwork or photographs that already exist.

2 Eligibility

Who may apply?

The scheme is open to publishers who are eligible to receive Books Council of Wales publishing grants.

In each case, the publisher, not the illustrator/ photographer, must apply for funding. Illustrators/photographers interested in the scheme should first contact a publisher.

Which books are eligible for support?

The emphasis of this scheme is on ensuring that original Welsh-language books, which have received BCW author grants, are illustrated and designed to the highest possible standard.

Original Welsh-language books and adaptations are defined as follows:

- **Original:** a new book which has not appeared in any other form and which has been originally commissioned and written by an author working in Welsh, and is illustrated and designed and published for the first time as a Welsh book. A translation / adaptation into English may appear shortly afterwards.
- **Adaptation:** the language of the original text determines if a book is an adaptation, whether that text has been published or not.

In most cases an adaptation is a book originally published in English or any other language and adapted / translated into Welsh. Welsh publishers have paid a licence to the original publisher for the right to translate / adapt, sometimes as part of an international joint publication. An original text accepted by the publisher in English that requires significant adaptation and translation work cannot be accepted as an original Welsh book.

It should therefore be remembered that adaptations are not eligible to receive Visual A grants. If a book has been adapted the adapter / translator should be acknowledged as such on the cover.

- **Books for Children:** including illustrated storybooks, collections of fables, collections of bedtime stories, ABC books, counting books, gift books, books about Welsh heroes, etc. In the case of illustrated storybooks, the story must be of a quality which merits ambitious visual treatment.
- **Books for Adults:** including gift books, factual books.

Work commissioned from illustrators/photographers/designers must be part of the 'authorship' of the book.

Popular covers that would benefit from the investment.

- **Young Adult Book Covers:** A Visual application may be made specifically for Young Adult book covers, even if the application is not for illustrations/content design of the book. The application can be for a cover only, the cover can be included as part of a wider application or two separate applications can be submitted. Up to £500 can be applied for to improve the quality of Young Adult novel covers - that is to include a fifth colour, embossing, or include golden foil. A specific application will be required to explain the reason for choosing that particular title and the particular illustrator/designer and a copy of the proposed cover should be included. The work will be required to be completed in a timely manner and within the guidelines for submitting the cover on Gwales.
- **Hard covers:** Applications to bind a popular title in hardback should be made via the Individual Book Grant.
- **General:** print-runs of at least 1,000 copies are expected.

3 The Grant

- The maximum sum that can be applied for is £8,000 and this may include payments for artists or photographers and payment for design.
- Publishers should discuss with each designer / photographer / illustrator to find out if other applications for grant funding have been submitted on their behalf. It is possible for them to work on more than one grant funded book at the same time, but the total of all payments within one financial year must not exceed £15,000.
- Publishers with an annual Funding-B budget are allowed to use a portion of the money for relatively small payments for visual work, but the total amount used for this should not exceed around 10% of the total annual budget.

4 Assessment Criteria and Priorities for Applications Under Scheme A Funding

Priority is given to the following:

- attractive, colourful books which are likely to appeal to a wide readership, especially factual material for adults and young people;
- material of specifically Welsh interest;
- story books and factual books for children;
- 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.
- efforts to develop new designers and illustrators are particularly welcomed especially from the backgrounds noted above.

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

- the quality of the photographic/illustrative/design work;
- the quality of the publisher's production work;
- the quality of the text;
- the appeal of the work and therefore the projected sales.

It should also be remembered that developing talent from backgrounds traditionally underrepresented in the Welsh publishing industry is a priority for the Council, which includes illustrators, designers and photographers.

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.
- Grants are awarded through a competitive application process. (Scheme A)
- Applications must be accompanied by samples of work by the illustrator/ photographer/designer. The artist, photographer or designer may not be changed after the award of a grant, without the consent of the Books Council of Wales.
- Information about the illustrator/designer should be included if they are new to the Books' Council's grant schemes.
- Applications for illustrated storybooks must be accompanied by the complete text of the story, in as final a form as possible.
- Other applications should be accompanied, if possible, by a sample of the text or, at the very least, a detailed description of the work proposed.
- Publishers must note on the application form the number of illustrations/ photographs to be commissioned and give an indication of how text and illustration will relate to one another.

- A sample of the proposed font must be sent with the application.
- 1 completed spread, already designed, including colour pictures, as well as sketches showing both the size and proposed look of the finished work should be sent.
- Applications may be considered in any of the Sub-Committee meetings discussing applications specifically. 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.
- 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 for Visual A funding. **All applicants must agree to accept these conditions when submitting an application.**

6 Awarding Grants

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 request that it be resubmitted after the publisher has considered the comments of the experts and/the Sub-Committee,
- reject the application,
- or direct the application to another funder.

7 Payment of Grants Under Scheme A Funding

There will be two payments. In the case of the largest grants three payments may be considered.

The publisher will need to provide copies of invoices to claim the final payment.

The actual cost of the work will be paid up to the grant offered. If the total amount invoiced is less than amount offered then the second payment will be reduced. Payment will not exceed the total amount of the grant offered.

8 Other Grants

- Publishers receiving Scheme B funding are permitted to use a portion of the funding towards relatively minor payments for visual material (up to a total of around 10% of the payment).
- In the case of a grant offered under Scheme B funding, the publisher will pay the illustrator / photographer / designer in accordance with the procedure of that scheme.
- Note that amounts up to £1,500 can be included towards illustrations / photographs within applications for individual titles' publishing grants.

9 Monitoring and Evaluation of Work Funded

The Books Council of Wales will request sales figures for each title funded by the Publishing Grant in the usual manner.

In the case of programme publishers, all their grant-aided books will be assessed as part of the annual appraisal process.

These factors will be taken into account when appraising future applications by the same illustrator / photographer / designer.

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 Books Council of Wales 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.

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

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 Books Council of Wales (through the publisher) may require the recipient to return all or part of any grant which may have been paid.

4

When Scheme A grants are given for visual material and design work, the publishers are expected to provide copies of invoices for the work to prove expenditure.

5

All payments from this fund are in addition to the royalty payments (if any) agreed between the illustrator/photographer/designer and the publisher in the publishing contract.

6

In the case of Scheme B payments, the illustrator/photographer/designer should receive any payment claimed on his behalf from the Books Council of Wales under the scheme within a month of that payment reaching the publisher.

7

No illustrator/photographer/designer can receive a total sum greater than £15,000 in one financial year from the fund for authors and illustrators/photographers/designers.

8

If a book is not published due to the author's circumstances, the book's illustrator/designer will be entitled to be paid for the work they have completed.

9

If a book is not published because an **application for an individual publication grant has been rejected** by the Publication Development Sub-Committee, the publisher will not be asked to reimburse the payments made to the illustrator/designer/photographer for work which has already been completed.

10

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.

11

All original books in receipt of Books Council grants are also expected to be published as an e-book, and placed on ffolio.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