

# WELSH BOOKS COUNCIL

## WELSH-LANGUAGE PUBLISHING GRANTS

### GUIDELINES

#### INDIVIDUAL BOOK PUBLISHING GRANTS

## 1 AIMS

The aim of the Individual Book Publishing Grants Scheme (together with the Programme Grants Scheme) is to enable publishers to supply a wide range of books of quality, in Welsh, for both children and adults, and including both leisure titles and literary works.

## 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**, [www.wbc.org.uk/GRANT/GRANT\\_E\\_frames.html](http://www.wbc.org.uk/GRANT/GRANT_E_frames.html)).

### ***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.
- The scheme does not fund textbooks, formal grammars, research theses which have not been re-written, fine editions and books of very local interest.
- This is the only source of funding for titles of more limited appeal.
- 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 Grants Department.
- Print-runs for leisure titles must be at least 750. With respect to literary titles and other works of narrower appeal, publishers must show that the proposed print-run is adequate to achieve the highest sales possible.
- 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.
- Grants are available for reprints and new editions. However, no grant can be made for the reprint of a title which has already received grant-aid within the preceding year. Grants may be made for reprints of works originally published without the support of the Welsh Books Council, provided that they conform to the requirements of the scheme.

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

### 3 ASSESSMENT CRITERIA AND PRIORITIES

Applications will be assessed according to the following criteria:

- the quality of the contents: each book funded is expected to be good of its kind;
- 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.

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 Welsh Books Council 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 £4000 are rarely awarded.
- The Books Council must be satisfied, before awarding a grant, that the publisher has adequate 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 have been edited.) 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; in the case of reprints and new editions, publishers should supply a copy of the latest edition.
- Novice publishers must submit two applications, including complete typescripts, and firm plans for at least one further title.
- Applications are considered by the Welsh-language Publishing Grants Panel, which meets three times a year. Applications are invited in accordance with the schedule below. Exact closing dates for submissions will be announced in advance.

*Deadline for applications*  
beginning of January  
beginning of April  
mid-September

*Date of Panel*  
mid March  
mid-June  
mid-November

- In most cases, a grant must be awarded before a book is published. In special circumstances, it is possible to request permission to publish a book before a grant has been awarded. In such cases, the complete typescript must reach the Books Council in good time to arrange for a reader's report. The Chair of the Panel may then, if s/he considers that there is sufficient need, approve the publication of the book in advance of the offer of a grant.
- Typescripts are sent to readers, where this is deemed necessary. Applications are then presented to the Panel, together with any reports. The Panel may take one of five possible courses of action: approve the grant unconditionally (in full, or in part); approve the grant conditionally; delay the application; 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 unfavourable, no grant is awarded.

- 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 estimates of costs. Acceptance of an application in principle does not bind the Panel 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.
- In preparing papers for the Panel, the Council will scrutinise the publisher's financial estimates and adjust them as it considers appropriate.
- 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 general conditions, 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.**

**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 Grants Department as soon as possible.
- **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 Welsh Books Council 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. Publishers are also invited to send its reader's report, too, provided that this is an objective assessment, and not merely a commendation.
- **Production and design costs** These costs should be set out clearly, with as much detail as possible. The Books Council 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, the number of separations, etc.
- **Author costs** When calculating the grant, allow for royalties on three-quarters of the complete print-run.
- **Basic publication costs** £200 is allowed per title towards basic publication costs. This applies only to new books and new editions, not to reprints.
- **Income** Publishers are asked to estimate sales over 18 months by all means (direct sales, through the Books Council's Distribution Centre, etc.)

## **6 PAYMENT OF GRANTS**

No grant can be paid before publication. Publishers should claim grants through sending the claim form, together with four copies of the published book, to the Publishing Grants Department. All changes made since submitting the original application should be entered on the claim form. Any change may affect the amount of the grant.

## **7 MONITORING AND EVALUATION OF WORK FUNDED**

The Books Council will request sales figures for each funded title after it has been in print for 18 months.

Application forms and further advice can be obtained from:

Richard Owen, Publishing Grants Department, Welsh Books Council, Castell Brychan, Aberystwyth, Ceredigion, SY23 2JB

Tel: 01970 624151 fax: 01970 625385 e-mail: [richard.owen@cllc.org.uk](mailto:richard.owen@cllc.org.uk)