

# WELSH BOOKS COUNCIL

## WELSH-LANGUAGE PUBLISHING GRANTS

### GUIDELINES

#### PROGRAMME GRANTS

## 1 AIMS

The aim of the Programme Grants scheme is to support publishing programmes and thereby allow publishers greater freedom and flexibility in responding to the market. It is aimed primarily at books of broad appeal and at publishers with substantial previous output in relevant areas.

The Welsh Books Council also administers the Individual Book Publishing Grants Scheme, which supports literary books as well as leisure titles. Separate guidelines are available for this scheme.

## 2 ELIGIBILITY

### *Who may apply?*

The scheme is open to applications from any publisher

- who can offer a programme of ten titles, or more, for the year in question, in relevant categories;
- who has published, on average, ten titles or more each year for the previous three years with support from the Welsh Books Council.

The programme publishers at present (2008/09) are Cymdeithas Lyfrau Ceredigion, Gwasg Carreg Gwalch, Gwasg Gomer, Gwasg Gwynedd, Gwasg y Dref Wen and Y Lolfa. The responsibilities of the Arts Council of Wales in the field of publishing were transferred to the Books Council in 2003, and since then the Council has been responsible for supporting Cyhoeddiadau Barddas. Cyhoeddiadau Barddas is considered to be a Literary Programme Publisher; i.e. Cyhoeddiadau Barddas is part of the 'programme publishers' scheme, but it is accepted that its output will be mainly literary titles.

### *Which books are eligible for support?*

- The scheme supports a wide range of books for adults and children, including leisure titles, factual books, biographies, and fiction. The scheme is not aimed at books of more limited appeal (in general, print-runs of under 750); nor does it fund textbooks, formal grammars, research theses which have not been re-written, fine editions and books of very local interest.
- 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.
- Some bilingual books may be included in a programme, on condition that they are bilingual throughout *or* the Welsh-language element constitutes a substantial, self-sufficient unit within these publications.
- The publisher must ensure a gap of at least six months between similar publications by the same author.
- A part of the programme grant is allocated for the support of reprints. 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, programme publishers are asked to discuss their projects with the Welsh Books Council's Grants Department before submitting their application.

### **3 ASSESSMENT CRITERIA AND PRIORITIES**

In administering this scheme, the Welsh Books Council aims at supporting a broad range of material across all of the programmes supported. It will not fund a disproportionate number of titles in any one category.

These are the current priorities for books which the Council wishes to support through this scheme:

- good, popular books with print-runs of 2,000 or more;
- popular, plot-driven novels;
- factual books with print-runs of 1,500 or more;
- original fiction for older children and young adults;
- books for learners of Welsh.

Applications will be assessed according to the following criteria:

- the likely quality of the listed titles, based on the previous record of the authors named;
- the likely quality of production, based on the publisher's previous output;
- the publisher's ability to edit, publish, market and distribute throughout Wales and beyond ;
- the publisher's ability to adhere to its publishing schedule and to provide accurate information before hand about forthcoming books;
- the demand for the books. The Council will consider whether proposed books are likely to fill gaps in the market.
- the publisher's readiness to publish material likely to attract new readers;
- sales targets for the first 18 months;
- print-run: sufficient copies must be produced to ensure sufficient stocks for at least one year;
- value-for-money.

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**

- Each successful publisher will be offered a budget towards publishing a specific number of titles during the year in question.
- The Programme Grant will be paid in advance in equal quarterly installments.
- 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.
- Each publisher's share of the scheme budget may increase or diminish over time, according to the publisher's ability to meet targets agreed at the time of offering the grant.

### **5 APPLICATION PROCEDURE AND TIMETABLE**

- Applications must be made on application forms which may be obtained from the address at the end of this document. These include a simple form for each title, and the children's and adult lists in order of publication .
- The Council will not ask to see typescripts of proposed titles. Nor does it expect that all books will have been completed at the time of application. It is important, therefore, to include sufficient information to enable the Council to assess the material being offered and the amount of grant required.

- The publisher may exchange some titles during the year, provided that this does not impair the programme's balance, and that of the Council's provision generally (i.e. all publishers' programmes taken together) and that it maintains value-for-money. Publishers are expected to inform the Council in advance in writing (by letter, fax or e-mail) of any such changes.
- Applications are considered once a year by the Welsh-language Publishing Grants Panel. The closing date for applications is before Christmas; publishers will be informed of the exact date.
- All grants are offered in accordance with general conditions, as well as any specific conditions which might be applied to individual applications. **All applicants must agree to accept these conditions when submitting an application.**

## 6 PAYMENT OF GRANTS

- Grants are paid quarterly, in accordance with the letter of offer.
- All titles in a programme should be published before the end of March. A short extension period will be permitted, if necessary. Any title received by the Distribution Centre after the appointed date in April (a date of which the publishers will be informed) will be considered part of the following year's programme and a sum corresponding to the grant for the book will be deducted from that year's grant.
- The Council reserves the right to ask for proof of any payment over £300 made by the publisher, e.g. invoices for overseas printing, payments for illustrations, etc., and will ask for such proof from time to time.
- Publishers are not required to present reader reports on manuscripts, though they are encouraged to commission them. If reports are available, copies can be forwarded to the Council. (For books commissioned through the Payments to Authors, Scheme A, a reader report is required when claiming the final payment in accord with the conditions of that scheme.)

## 7 MONITORING AND EVALUATION OF WORK FUNDED

As the Welsh-language Publishing Grants Panel does not have sight of manuscripts in advance, under this scheme, the published material is assessed to:

- ensure that output offers value for money;
- measure the publisher's performance against targets;
- respond to publishers concerning their output and performance;
- gather information relevant to the consideration of publishers' applications for the following year.

Every year, the Publishing Grants Department draws up a report, appraising each publisher's programme. The report is based on comments received from the Welsh-language Publishing Grants Panel, consultations with the Council's other departments and assessments gathered from users (e.g. librarians). This report is sent to the publisher and discussed at an appraisal meeting between the officers of the Grant Department and the publisher. The aim of the meeting is to agree on a number of action points for the following year.

It should be emphasised that such appraisal is intended to be constructive: by these means, the Council hopes to respond to publishers in a way which can help them strengthen and develop their work.

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)