

# WELSH BOOKS COUNCIL

## WELSH-LANGUAGE PUBLISHING GRANTS

### GRANTS FOR WELSH-LANGUAGE MAGAZINES 2009–12

#### GUIDELINES

#### 1 AIMS

The scheme aims to facilitate the publication of a variety of magazines in Welsh for children and adults.

#### 2 BACKGROUND

The Welsh Books Council has supported leisure magazines for children and adults since 1979, and it has supported the Welsh-language newspaper, *Y Cymro*, since 1995. From the 1960s until 2003, the Arts Council of Wales (formerly the Welsh Arts Council) supported literary magazines and literary/cultural sections in other magazines and periodicals. The Arts Council's responsibilities in this field were transferred to the Books Council in 2003, and since 2006, all magazines and periodicals supported by the Council have been supported from the same fund. See Appendix A for the magazines and periodicals supported by the Council at present. The present franchise runs until March 2009, and the next franchise will be awarded for a maximum three-year period (April 2009–March 2012), although shorter franchises may be awarded. The additional funding which became available this year for developing the Welsh-language press (£200,000 annually for three years) has already been allocated; that money has been ring-fenced for three years (2008–11) and is not part of this present process.

#### 3 ELIGIBILITY

##### ***Who may apply?***

The scheme is open to anyone who can meet the requirements listed below.

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

The scheme supports a wide range of magazines for children and adults. In Appendix A, the magazines have been divided into three categories – news and current affairs; literature and religion; and leisure magazines for children, young people and adults.

The scheme does not fund:

- educational magazines. These are the responsibility of the Welsh Assembly Government's Department for Children, Education, Lifelong Learning and Skills.
- magazines published by organisations, unless the organisations have a general appeal and the contents of their magazines have an interest beyond the organisation's membership;
- magazines of local interest. Support is restricted to national magazines or publications which reach a wide audience in a substantial part of Wales.

#### 4 ASSESSMENT CRITERIA AND PRIORITIES

Applications will be assessed according to the following criteria:

- **Contents.** The magazine should be lively, contemporary and appealing, and must be edited to professional standards.
- **Contributors.** Editors and contributors are expected to receive remuneration for their work.
- **Design.** Design should be of good quality, within the limits imposed by the nature of the magazine and the resources available.
- **Production.** High production standards are expected, particularly with regard to picture reproduction.
- **Distribution.** The publisher is expected to have an effective distribution system, including subscription and retail, in order to reach the widest readership possible. All supported magazines (apart from weeklies) are expected to be available in the Books Council's Distribution Centre at the same time as copies are made available by any other means, e.g. by subscription.
- **Marketing.** The publisher must show that adequate provision is to be made for regular marketing activity. Additional funds may be released on submission of a dedicated and practical marketing strategy.
- **Sales.** Publishers should make every effort to ensure that their magazines reach and maintain their full sales potential.
- **Funds from other sources.** Publishers are urged to maximise income, particularly through selling advertising space and securing additional subsidy. Advertising rates should be noted on the application form.

#### 5 THE GRANT

The total budget for supporting magazines is at present (2008/09) in the region of £360,000, and this money is part of the Welsh-language Publishing Grant which comes from the Welsh Assembly Government. The total budget is not likely to increase in 2009/10, and at present the prospects for the following two years are much the same. This does not mean that any of the individual magazines presently supported cannot receive any increase in funding, but it does mean that an increase in support for one publication would entail a corresponding decrease for another one.

New applications will be competing against magazines which already receive support, and new applicants will need to persuade the Grants Panel that any new provision would be an improvement on the present provision, either within the same field of interest, or, for a magazine covering a new field, that that field deserves priority.

#### 6 APPLICATION PROCEDURE AND TIMETABLE

- Applications must be made on the appropriate application form which may be obtained from the address at the end of this document.
- New applicants should provide the following information:
  - details of the nature of the magazine, its editorial policy, and the market at which it is aimed
  - owners of the magazine, and membership of the editorial board (if there is one)
  - details of the editor and any other staff, together with any information about possible contributors

- who will be responsible for designing and printing the magazine. The Council expects publishers who are not printers to find competitive prices for typesetting and printing. Quotes should be requested from different printers at least every three years.
  - an outline of the contents of one issue
  - information about format, including a dummy copy of eight pages fully designed
  - number of pages, price per copy, and frequency of publication
  - full details of costs per issue, and annually
  - estimate of income, per issue and annually, from sales, advertising and any other source
  - arrangements for distribution and marketing
  - the sum of grant applied for
- For magazines in receipt of grant-aid, the following should be provided:
    - a report on the activities of the present franchise period, noting to what extent the targets set out in the last review in early 2006 have been met
    - a sales report, including sales per issue for at least one year
    - the publisher's plans for the next three years, including plans for promotion and marketing
    - audited accounts for the last financial year
    - an application form for 2009/10 together with projected budgets for the following two years
    - The Council expects publishers who are not printers to find competitive prices for typesetting and printing. Quotes should be requested from different printers at least every three years.
- The grants will be awarded by the Publishing Grants Panel (Welsh-language). A sub-panel will be convened to consider the applications, and it may choose to interview representatives of those magazines which receive, or which make applications for, the most substantial grants. This will take place in September–October. This panel's recommendations will need to be ratified by the full Publishing Grants Panel. Applicants should receive a decision by January 2009.
- Applications should reach the Publishing Grants Department **by 8 September 2008**.

## 7 MONITORING AND EVALUATION OF WORK FUNDED

The Books Council will request activity reports and financial reports annually.

Application forms and further advice can be obtained from:

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

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