

WELSH BOOKS COUNCIL

ENGLISH-LANGUAGE PUBLISHING GRANTS GUIDELINES ADVANCES/FEEES FOR AUTHORS AND ILLUSTRATORS

1 AIMS

The Advances/Fees to Authors and Illustrators Scheme enables publishers in Wales to commission books of wide appeal which will help them to increase sales, target new markets and develop their future publishing programmes as a whole. The scheme is designed primarily to provide advances on royalties for writers, but may also be used to provide flat fees for contributors to multiple-authored volumes and to support the commissioning of illustrations.

The Welsh Books Council administers a separate commissions grant scheme for Welsh-language writers and a small-scale literary commissions grant scheme in English, for which guidelines are available.

2 ELIGIBILITY

Who may apply?

This scheme is open to publishers in Wales who have a regular publishing programme, or have viable plans to establish such a programme. Authors may not apply.

Which authors and books can be commissioned?

A wide range of authors and books can be supported under this scheme. The following list gives the main eligible categories. It is possible that titles in other categories may be funded:

- if they are likely to generate significant revenue which will allow a publisher to invest in its programme of Welsh writing in English *and/or*
 - if they are of significant Welsh interest.
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| • Art & architecture | • History (but not local history) |
| • Biography | • Literature |
| • Children's books | • Music, stage and screen |
| • Comic books and graphic novels | • Photography |
| • Cookery | • Reference |
| • Cultural history | • Religion and spirituality |
| • Cultural tourism (but not guidebooks) | • Nature |
| • Current affairs | • Sport |
| • Fiction | • Travel |

The following categories are not generally eligible for support:

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| • Address books, journals, diaries, etc. | • Health and fitness |
| • Antiques and collectables – user guides | • Holiday |
| • Building | • Home and garden |
| • Business | • Hobbies |
| • Do-it-yourself | • Languages |
| • Education: teaching methods and materials (except where these directly relate to Welsh writing in English) | • Law |
| • Family | • Lifestyle |
| • Finance | • Local history |
| • Games and puzzles | • Maps and guides |
| • Guidebooks | • Self-help |
| | • Technical manuals |

Neither of the above lists is comprehensive. Where there is uncertainty as to eligibility, publishers are asked to discuss their projects with the Welsh Books Council's Grants Department before submitting an application.

3 ASSESSMENT CRITERIA AND PRIORITIES

Applications will be assessed according to the following criteria:

Book

- the book's likely market appeal;
- the likely quality of the book's content and production;
- the print run. The minimum first print-run will normally be 2000, but this may vary according to genre, author, marketing proposals, or other factors;
- the sales forecast;

N.B. It is expected that titles funded under this scheme will reach a sales target of 2,500 copies within 18 months. Consistent failure by a publisher to meet this target will be considered in future applications.

Publisher

- the strength of the publisher's current list and programme, particularly in the area of Welsh writing in English;
- the degree to which this list is likely to benefit from revenue generated by the proposed project;
- the publisher's willingness to offer competitive discounts;
- the publisher's previous sales record (for books in receipt of similar grants);
- the publisher's track record in keeping to publishing timetables;

Author/Illustrator

- the author/illustrator's track record (success/sales of previous titles, appropriateness for proposed commission, standard of work, ability to deliver work on time);
- the projected completion date. If a large sum is awarded, it is normally expected that the work will be completed within a calendar year or less;

Relevance to Wales

- where all other factors are equal, preference will be given to projects involving Welsh or Wales-resident authors and illustrators, and/or books about Welsh subjects.

4 THE GRANT

- The total annual budget for this scheme is in the region of £55,000.
- The maximum grant will be £10,000 for a single title. The grant may meet 100% of the proposed advance/fee. The fee paid to the author may exceed customary/expected royalties for the first print run.
- The grant will normally be made as an advance against royalties, but publishers may also apply for a flat fee payment for certain projects where appropriate (e.g. multiple-authored volumes or commissioning illustrators).
- The grant can contribute only to an author/illustrator's advance or fee; payments for research or other costs are not eligible, although the author/illustrator may use their advance or fee to cover such costs.
- The publisher will be responsible for drawing up an appropriate contract and paying the author/illustrator whom they commission. The publisher may discuss the application for a grant with the author (and is advised to do so), but should make it clear that the grant is payable to the publisher and that all publisher–author relations should be laid out in the contract according to usual industry practice. An advice sheet for authors, outlining the nature of these grants, is available as an addendum to these guidelines and may be copied for distribution to interested authors.

- The publisher should ensure that the contract with the author includes a clear timetable for delivery of the work and a payment schedule. It should also include clear provision for repayment of any advances, should the work not be delivered as agreed.
- It is the publisher's responsibility to reclaim any advances in the event of default on the part of the author. The Welsh Books Council will reclaim all and any grants paid to the publisher where a book is not published due to failure to deliver a completed manuscript on the part of the author.
- Books supported by this scheme are **not** normally eligible for support through Revenue Publishing Programme or Individual Production Grant schemes. This is because revenue from sales will be expected to exceed production costs. However, in exceptional circumstances (e.g. when the initial costs of production are very high), it may be possible to apply for help towards production costs in cases where the title also meets the criteria of the Literature Grant.
- Books supported by the scheme are eligible to receive a Marketing Grant; a separate application must be made for this and the level of such a grant will depend on the marketing plans submitted.
- There is no restriction on the number of applications a publisher may submit; however, the Welsh Books Council will seek assurance that the publisher has the capacity to undertake any such titles before a grant is awarded. Past performance and similar projects in hand may be taken into account when considering future applications.

5 APPLICATION PROCEDURE AND TIMETABLE

- Applications must be made on the application form [GA AAG (2010)], which may be obtained from the address at the end of this document.
- Applications should include the following supporting documents:
 - a sample of the work of the author(s)/illustrator(s) concerned (either a sample of the work in progress or a short sample of a previously published work);
 - a full list of English-language titles published in the previous financial year and planned for the current financial year, grouped according to whether or not they received any form of WBC grant and including publication dates. A pro forma is available.
 - a detailed profit and loss forecast for the proposed book. A pro forma is available electronically which will automatically calculate profit/loss.
- Applications are considered by the English-language Publishing Grants Panel, which meets twice a year, usually in February and July. Deadlines are posted on the WBC's website and will usually be in December and early May.
- Grants will not be awarded retrospectively. Publishers should allow sufficient time between a Panel meeting and the planned publication date (six months) to avoid committing to publication before hearing the outcome of their application. Should the publication date be too close to the date of the Panel meeting, the Panel may assume that there is not a genuine need for grant-aid.
- Publishers are invited to apply for a Marketing Grant at the same time as applying for a grant under the Advances or Fees to Authors and Illustrators Scheme. Choosing to apply for a Marketing Grant at a later date, however, will not jeopardize either application, but publishers must ensure that their application for a Marketing Grant is made in plenty of time to allow proper planning and execution of the marketing campaign. Further, details of the target audience and an outline of how the publisher intends to reach this audience should be included in the appropriate part of the application form.
- All publishers in receipt of an Advances or Fees to Authors and Illustrators Grant must adhere to the conditions of grant aid for this scheme, see [GT&C AAG (2010)], including the timely supply of bibliographical data and making grant-aided titles available through normal trade channels (including the Welsh Books Council's Distribution Centre). Publishers are asked to familiarize themselves with this document before proceeding with an application.

6 PAYMENT OF GRANTS

The Welsh Books Council will release the grant to the publisher in the following stages. Authors/illustrators will receive their payment from their publisher according to the payment schedule given in their contract, which should mirror the stages below. A completed claim form must be submitted at each stage, accompanied by the appropriate documentation. Claim forms are available from the address below.

- **Payment 1:** on signing a contract
The Welsh Books Council will issue payment on receipt of a claim form [GC AAG (2007)], together with a copy of the contract signed by both parties. The contract must include a clear timetable for the delivery of the work and note the sums payable at each stage. **A copy of the contract must be received within three months of the publisher receiving a grant offer letter. Failure to provide a signed contract within this time-frame may result in a reduction or withdrawal of the grant.**
- **Payment 2:** on delivery of a completed manuscript
The Welsh Books Council will issue payment on receipt of a claim form [GC AAG (2007)] testifying that the publisher has received the completed manuscript (at the publisher's discretion this payment may be claimed prior to the final edit being completed). At this stage the publisher should complete the part of the claim form which confirms the publication timetable, intended format and print run. A signed copy of the publication contract should also be included if applicable.
- **Payment 3:** on publication
The Welsh Books Council will issue payment on receipt of a claim form [GC AAG (2007)] and the supply of four complimentary copies of the book.

7 CHANGES TO THE ORIGINAL APPLICATION

The Welsh Books Council reserves the right to alter the amount of the grant payable if the details in the claim form differ significantly from information presented in the original application or if the publisher fails to adhere to the conditions of grant aid [GT&C AAG (2010)]. The publisher must note any changes to the original application on the relevant claim forms, and should discuss any significant changes (e.g. content, proposed contributors, print run) with the Publishing Grants Department *in advance*. Changes to the proposed print run in particular are likely to have an effect on the grant payable.

8 MONITORING AND EVALUATION OF WORK FUNDED

The Welsh Books Council will ask publishers to provide regular updates of sales figures and sales revenue for titles supported under this scheme and may also require copies of reviews to help monitor quality. In the longer term, consideration will also be given to the benefits of profits to the publishers' programme of Welsh writing in English.

NOTES ON COMPLETING THE APPLICATION FORM (as referred to on the form)

1. **Category** Please insert the Category of book you intend to publish. The Book Industry Communication (BIC) Standard Subject Categories & Qualifiers scheme is the standard classification scheme for the UK book trade and other English-language markets, and a full list of categories can be found at www.bic.org.uk/productinfo-subjectcat.html. The main relevant category headings are as follows, but please see the full list for more detail:

A	The Arts	G	Reference, Information & Interdisciplinary Studies
B	Biography & True Stories	H	Humanities (History, Archaeology, Philosophy, Religion)
C	Language	J	Society & Social Sciences
D	Literature & Literary Studies	W	Lifestyle, Sport & Leisure
F	Fiction & Related Items	Y	Children's, Young Adult & Educational

2. **Format** The format of the book you intend to publish should be appropriate for the category of book and follow industry norms, e.g. 'A format', normally a trimmed page size of 178 x 111 mm (unsewn), is the usual format of mass market paperbacks; 'B format', normally a trimmed page size of 198 x 126 mm (unsewn), is the usual format for paperbacks favoured for non-fiction and literary fiction. If in doubt, please consult the Welsh Books Council. Grants will not be awarded for books which have inappropriate formats or poor production standards.
3. **Publication Date** Please give a full publication date. You may amend this if necessary at a later date as long as adequate notice is given (see the General Terms and Conditions of Grant). Where only a month and year are given, the default date of the 15th of the month will be used by the Welsh Books Council.
4. **Profit and Loss Forecast** The aim of this scheme is to help publishers commission or bid for titles which have the potential to generate substantial sales income. A detailed profit and loss forecast for each title should therefore be completed so that the publisher, as well as the Publishing Grants Panel, may gauge how profitable the given title will be. A pro forma designed as an Excel document and including the automatic calculation of profit margins is available. In addition, the summary information should be inserted in the appropriate place on the application form.
5. **Previous Performance** The aim is to demonstrate the good sales potential of the proposed book by drawing on evidence of past sales of similar titles or titles by the same author.
6. **Target Audience/Market** It is important to demonstrate a good knowledge of the market for the type of book you are attempting to promote, and this is the market that you must show you will reach by undertaking the activities described in your marketing plan.
7. **Additionality** It is important that the publisher is able to demonstrate additionality to support the case for the awarding of a grant. For the purpose of this scheme, additionality can be defined as improving sales figures (give sales forecast with and without a grant), extending the print run (give print runs with and without this grant), significantly enhancing the public profile of the book/author/series (how will this be measured?), or similar outcomes. Please ensure that you provide specific detail to support each aspect of additionality described.

Application forms and further advice can be obtained from: Dr Lucy Thomas, Publishing Grants Department, Welsh Books Council, Castell Brychan, Aberystwyth, Ceredigion, SY23 2JB
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