

# WELSH BOOKS COUNCIL

## ENGLISH-LANGUAGE PUBLISHING GRANTS

### GUIDELINES

#### LITERARY/CULTURAL MAGAZINES

## 1 AIMS

The scheme funds a range of literary and cultural magazines in English, which provide regular outlets for new writing, engage in a high standard of debate about writing, the arts and cultural life, and offer substantial review of and engagement with Welsh writing in English in all its forms.

The Welsh Books Council also administers a Magazines Scheme in Welsh, and a Small Magazines Scheme for publications in English, for which separate guidelines are available.

## 2 ELIGIBILITY

### *Who may apply?*

Recipients of grants over £8,000 must be legally incorporated bodies; these will generally be not-for-profit companies limited by guarantee. Recipients of smaller grants must have separate bank accounts and appropriate arrangements for financial and general management.

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

The scheme supports a number of literary and cultural magazines or sections of those magazines. The scheme does not fund:

- leisure magazines (see the guidelines for the Magazines Scheme in Welsh);
- small magazines which would sell no more than 400 copies (see the guidelines for the Small Magazines Scheme in English);
- educational magazines;
- magazines are published by organisations and societies, unless they have an appeal beyond the organisations' membership;
- magazines of local interest.

## 3 ASSESSMENT CRITERIA

Current franchise holders will be assessed on the basis of their track record, their achievements of targets within the last franchise, and their proposals for the next three years. Submissions from new applicants will be assessed according to the following general criteria:

- the likely quality of the contents, based on previous issues/outline, contents/pilot editions and the editorial policy outlined in the application;
- the applicant's readiness to support material likely to attract new writers and readers;
- the likely quality of design and production, based on previous issues/pilot edition/mock-up;
- the applicant's ability to market and distribute throughout Wales and (where appropriate) beyond, based on a detailed marketing strategy;
- the applicant's ability to adhere to a publishing schedule;

- clarity of role in relation to other periodicals. The Books Council will consider whether a proposed title is likely to fill a gap in provision *or* perform more effectively than an existing title;
- the applicant's ability to attract funding and sponsorship from other sources;
- sales targets for the franchise period (through subscription and shops);
- value-for-money.

#### 4 THE GRANT

- The total budget for this scheme is in the region of £175,500 per year and the individual grants awarded in the most recent financial year are given in the Books Council's Annual Reports.
- Grants are offered as three-year franchises, subject to the continuation of funding from Welsh Assembly Government. The grants may be renewed through a competitive application process.
- In general, the Welsh Books Council seeks to meet the difference between the costs of publishing a periodical (including relevant overheads) and the likely income from sales. The current range of grants per issue is c. £1,000 to c. £15,000.

#### 5 APPLICATION PROCEDURE AND TIMETABLE

Application guidelines and pro formas may be obtained from the address at the end of this document. Submissions will usually include narrative and budgetary sections, financial evidence, and sample material. Applications must be made on the appropriate forms, and questions should be answered in full.

Current franchises expire at the end of March 2012. The Welsh Books Council will advertise for new applications in 2011 for English-language publications for the period April 2012–March 2015 and issue a deadline for submissions and any additional guidelines. Applications will be considered by the English-language Publishing Grants Panel, followed by:

- a meeting between a sub-Panel and each existing franchise holder to discuss the application, performance and progress on recommendations arising from the previous review;
- interviews with new applicants, if deemed necessary by the sub-Panel;
- a full Panel meeting to consider findings and to make recommendations.

#### 6 PAYMENT OF GRANTS

Grants are normally paid *either* issue by issue *or* in equal sums at the beginning of each quarter. Publishers should claim payments by sending four copies of each issue to the Publishing Grants Department.

#### 7 MONITORING AND EVALUATION OF WORK FUNDED

The Books Council will request sales figures and other reports on an annual basis. It will also hold a meeting with each franchise holder to review performance and targets.

**Application forms and further advice can be obtained from:**

**Dr Lucy Thomas, Publishing Grants Officer, Welsh Books Council, Castell Brychan, Aberystwyth, Ceredigion, SY23 2JB**  
**Tel: 01970 624151 Fax: 01970 625385 e-mail: [lucy.thomas@wbc.org.uk](mailto:lucy.thomas@wbc.org.uk)**