

**WELSH BOOKS COUNCIL**  
**Tender for Welsh Language Magazines**  
for  
2016-19  
**Guidelines**

**1 OBJECTIVES**

The objective of the scheme is to ensure that varied and lively magazines are published for children, young people and adults, containing good writing and, where appropriate, quality journalism, reviews and discussions on a variety of topics.

**2 BACKGROUND**

The total budget for magazines will be £350,000 per year. This funding is part of the Publishing Grant from the Welsh Government. The process is equally open to titles that are currently funded, titles already in existence but not receiving support, and new ideas, in digital or printed form or a combination of both.

The total budget is unlikely to increase during the period of this tender; in fact, any offers are made subject to the Welsh Government continuing to provide funding for the scheme.

**3 AREAS THAT WE WISH TO SUPPORT**

The aim is to ensure a variety of publications, without compromising their standards. Ideally, it is hoped to allocate funding for publications to serve the following areas:

- News/Current Affairs
- Literary –for one specific literary form or across a range of forms
- Leisure/Sports
- Heritage/Historical/Cultural/Environmental
- Specific groups – e.g. Welsh Learners/Women/Children/Teenagers

Every applicant will be expected to state the area in which they wish to compete. It is not anticipated that support will be provided for more than one magazine on exactly the same subject/theme.

**4 DEVELOPMENT FUNDING**

Applications are invited for initial funding for completely new and innovative initiatives containing high quality, interesting material. Grants will be provided from this fund for one franchise period only (and after that applicants can apply for funding from the general fund).

The total amount of this fund is £10,000. It is anticipated that individual grants for magazines in this category will be between £1,000 and £5,000 and that a number of applications can be supported from the fund. Applications for digital and printed publications or a combination of both will be considered.

Although this area has a comparatively low level of funding allocated to try to develop completely new ideas and initiatives, new titles are welcome to apply for more substantial assistance under the other headings in Section 3 if they wish. A magazine already in existence,

but not receiving funding assistance, can apply for this funding if it wishes to develop in a completely new and innovative direction.

## **5 ELIGIBILITY**

### **The scheme does not support:**

- educational magazines. The Welsh Government Education and Skills Department is responsible for these.
- magazines belonging to particular organisations, unless that organisation is of general appeal and the material of interest to those outside the organisation;
- magazines with only local appeal. Support is limited to national magazines or publications that reach a very wide audience in a substantial part of the country.

## **6 PRIORITIES AND CRITERIA FOR EVALUATING APPLICATIONS**

Applications will be evaluated according to the following criteria.

### **Field:**

As noted above, 'the objective of the scheme is to ensure that varied and lively magazines are published for children, young people and adults'. Therefore, when evaluating, the Panel will consider the distribution of applications in terms of fields of interest and whether the publication is a positive, good quality and valuable contribution to its field.

To this end, applications are invited in the five fields noted above (Sections 3 and 4) and the applicant will be expected to state in which fields they wish to compete.

### **Extent of readership:**

The publication will be expected to reach as many potential readers as possible within its intended field. It is expected that a genuine effort will be made to reach, retain and attract readers. In that respect, the following points will be evaluated:

- Promotion and marketing plans
- Digital plans
- A publication scheme and the ability to adhere to a publication timetable
- Distribution plans

### **Standard:**

The standard of the publication is of key importance in order to achieve the potential outlined above. It is expected the editing will be lively and thorough, and that design and production will be appropriate, to assist in reaching the target audience. In this respect, the following points will be evaluated:

- Editorial vision
- Visual policy
- Production policy

### **Level of support/income:**

In order to ensure the viability of the title and value for money for the grant, the following points will be evaluated:

- Sales prospects
- The prospects of attracting support, funding and contributions in kind
- Pricing policy
- Value for money for the publishing grant.

**NOTE:** The above priorities and criteria are of equal weighting. The WBC retains the right not to allocate a grant in a particular field of interest if all the criteria are not satisfied. Development

money can be allocated to a new publication that serves the same field as a publication that receives mainstream funding.

## **7 DIGITAL DEVELOPMENTS**

There is an increasing emphasis on the digital. Every applicant will be expected to show they have fully considered their publication's relationship with the digital world. That means, in this context, whether or how the **content** is to be distributed digitally rather than raising awareness in general. These considerations can include:

- to what extent is digital publishing suitable and possible?
- Is it possible to publish in parallel or only publish digitally?
- will free samples or full versions be provided?
- if it is opted to provide samples, will those be complete samples of some articles or partial samples of all articles?
- if it is opted to provide full digital text, will that be available by paying a fee or be free of charge?
- on what platform(s) will the digital text be available: PC, tablet, mobile device, Ap Cylchgronau Cymru
- how will any change to digital affect the magazine's economy?

## **8 TRAINING**

A sum of about £5,000 will be allocated for training. It is hoped this will be a combination of offering generic training on traditional and digital publishing, design and marketing as well as responding to publishers' specific needs and supporting opportunities for them to convene to share experiences.

## **9 SPONSORSHIP AND INCOME**

The total annual budget for this scheme for a three year period, 2016-19, is £350,000 per annum, which is a reduction of £7,500 from the current period. It is intended to allocate £10,000 to support new developments and use a sum of about £5,000 to provide. No sum of money will be specifically allocated to any field, except for training and new developments, but it is hoped that funding will be allocated in every field described above.

The grant level will aim to reach a gearing comparison of up to 2:1. [That is, the WBC funding would provide up to two thirds of the total income for the publication, with at least a third of the income being produced by the publications' publishers through sales, advertising revenue, sponsorship, contributions in kind and so on. Guidelines for calculating contributions in kind are available in the appendix to this document.]

## **10 HOW AND WHEN TO APPLY**

- Everyone is requested to express an interest in applying by completing the **Stage 1 Form** and returning it electronically to the email address below by 12:00, **1 June 2015**.
- The full application should reach the Publishing Grants Department **by 17:00, 2 July 2015**. It should include:
  - Application Form 2.1
  - Income and Costs Form 2.2
  - **Either** Cash Flow Form 2.3 (for applications below £15,000 per year) **or** Annual Budget Pro Forma 2.4.1-10 (for applications over £15,000 per year)
  - Sales report for 2014-15

- Copy of the publication's latest audited accounts. (Non-audited accounts are acceptable for those in receipt of less than £15,000 in grant-aid and for new enterprises, a statement of the current financial situation may be substituted.)

In addition:

- If applying on behalf of a publication **already receiving a grant**:
    - 8 copies of your latest edition;
    - if it is intended to change the design or designer, or to create on-line versions that are different, include 8 copies of a detailed sketch or imitation copy of the publication with the application;
    - for digital publications you should send a link to the latest content and, if you wish, send paper copies of the latest content.
  - If you are **applying for the first time but with a magazine already in existence**, send:
    - 8 copies of the last **three** editions
    - If it is intended to change the design or designer, or to create on-line versions that are different, include 8 copies of a detailed sketch or imitation copy of the publication with the application.
  - If you are **applying for the first time with a new idea**, whether it is a printed or digital publication or a combination, include 8 copies of a detailed sketch or imitation copy of the publication with the application.
- Eight **paper** copies of the complete application should be sent to the address below with 'CAIS CYLCHGRONAU CYMRAEG 2016-19' on the envelope, together with an electronic copy in Excel format to the email address below, by **17:00 on 2 July 2015**, with 'CAIS CYLCHGRONAU CYMRAEG 2016-19' in the 'Subject' field of the email. It is of equal importance that the application is received on time in both media.
  - The grants will be allocated by a sub-panel of the Publishing Grants Panel (Welsh Language) that will also include external assessors. The sub-panel can choose to interview any of the applicants but it is anticipated those interviewed will be the ones applying for the most substantial grants. This will occur during the first fortnight of September 2015. Applicants should receive a decision soon after that.
  - The new grants will be operational from 1 April 2016 to 31 March 2019 and dependent on continued funding from the Welsh Government.

Application forms and further information are available from:

Arwel Jones, Publishing Grants Department, Welsh Books Council, Castell Brychan, Aberystwyth, Ceredigion, SY23 2JB

Tel: 01970 624151 fax: 01970 625385 email: [arwel.jones@llyfrau.cymru](mailto:arwel.jones@llyfrau.cymru)

## Appendix 1

### Guidelines for Contributions in Kind

Contributions in kind will be considered when assessing the applicant's income and deciding on the level of grant to be provided, in accordance with the match funding ratio criteria of 2:1, as required by the Welsh Books Council. Applicants should use the following guidelines when calculating the value of their contributions in kind. You'll need to explain to us how you have calculated this.

- The contributions can include computers or any other equipment provided; use of property specifically provided, and office space and associated costs provided by the supporting establishment. They should be priced as follows: the cost of equipment given should be included according to the advertised market price if new, or a reasonable estimate of the second hand value if not new. The value of the property provided for the establishment should be calculated according to the appropriate value on the market; and office space should be calculated and the associated costs including phone calls, photocopying and so on according to the appropriate market value. If this is shared with other users, the cost should be shared proportionately.
- The applicant will be required to show how the market value has been calculated for items that are rented or purchased. Evidence of market value should be provided, including published rates for hiring property, or a price list for equipment and services.
- Supplier discounts can be considered as contributions in kind, if they indicate clear support for the establishment, for example a printing discount from a printing company in Wales, given specifically in recognition of the role of the establishment in the culture of Wales. But the supplier must confirm that discounts in accordance with these criteria are specific discounts to the establishment as a contribution, rather than a standard commercial discount.
- Advice and specialism from specialists, provided free of charge, and other kinds of voluntary labour given to the establishment can be calculated as contributions in kind. The rates for voluntary labour contributions can vary greatly, depending on the nature of the work carried out.
- You should calculate the rate according to the appropriate market rate for what it would have cost you to hire the labour or services given. We will need to see clear evidence of how you have calculated the rates you have used. Your evidence can include published daily rates for advice services or legal advice, or estimates of what would be the reasonable payment for the kind of work provided, for example the intern rate should be calculated according to the minimum wage in order to reflect the basic administrative nature of the role. If an intern is employed as a *quid pro quo* with a supporting establishment, this should not be considered as contributions in kind because in this case the service is provided to the participant.
- The members of companies limited by guarantee (not for profit designation) should not receive any financial reward for their expected duties as members of the board. If a member of a board provides voluntary labour or services, they would technically be receiving a financial sum for this labour or service, because of their financial value. Therefore, any voluntary labour or services given by members of boards of companies limited by guarantee will only be considered if the work is beyond their normal expected duties as members of the board, and it can be clearly proven that it does not represent a conflict of interests.