



CYNGOR LLYFRAU CYMRU
BOOKS COUNCIL of WALES

Books Council of Wales

Publishing Development Department

Invitation to Tender

English-language Publishing Grants Cultural Periodicals 2024-2028

Applications are invited for four-year funding under the Cultural Periodicals Grant.

The scheme supports a number of cultural magazines that feature good writing, high-quality journalism, review and debate on a range of topics.

For the period from 1 April 2024 - 31 March 2028, applications will be considered from publishers based in Wales in one of the following areas:

Funding for development

- Seed funding will be provided for new, innovative ventures featuring good, engaging writing.
- Grants from this fund will be provided to publishers of magazines based in Wales for one franchise period only (after which applicants may apply for funding either as 'general' or 'literary' magazines).
- Digital, print, and hybrid applications are eligible.
- Grants may be given to multiple recipients.
- It is anticipated that funding for magazines of this kind would range from £2,500 to c. £10,000.

Please note that while funding in this area aims to develop fresh ideas and emerging ventures, new applicants are equally welcome to apply for grant-support under the other headings instead.

Funding for general magazines

- Grants will be provided for general magazines featuring good writing and high-quality journalism, review and debate of all kinds.
- Magazines should include coverage of a range of topics. Possible subject areas could include current affairs, politics, history, economics, the arts (e.g. visual arts, music, drama, dance, and literature), culture (including popular culture), media, the environment, sport and leisure.
- Minimum average circulation per issue across all platforms is set at 1,000.
- We will aim to fund at a gearing ratio (i.e. proportion of grant income to income generated from other sources) of up to 2:1 **or** up to 50% of total expenditure (see 'The Grant' section below for further information).
- Eligible magazines should be available in more than one format (e.g. web/app/e-pub/print etc.).

- Grants may be given to multiple recipients.
- It is anticipated that funding for general magazines would range between £2,500 and c. £55,000.

Funding for literary magazines

- Funding will be provided for engagingly written, good-quality literary magazines in Wales which cover one or more of the following areas as their primary focus: short fiction, poetry, creative non-fiction, literary review/criticism. Literary writing should be the chief focus of magazines funded in this area, but it needn't be the sole focus.
- Magazines can have a single focus or feature a combination of the above. It is envisaged that the allocation of funding would ensure the fewest gaps possible in provision, while avoiding significant overlap of material.
- Magazines funded under this heading must contain book reviews in order to support the publishing industry in Wales as a whole.
- We will aim to fund at a gearing ratio (i.e. proportion of grant income to income generated from other sources) of up to 2:1 **or** up to 50% of total expenditure.
- Grants may be given to multiple recipients.
- Eligible magazines can be digital only or delivered on multiple platforms (including print). Publishers may choose to present different issues of the same magazine on separate formats should they wish (for example, regular digital issues plus less frequently published print publications, such as monthly digital issues plus an annual printed digest, two digital-only issues plus two print and digital issues per year etc.).
- The minimum average circulation per issue of a single-focus magazine will be set at 400.
- The minimum average circulation per issue for a multi-focus magazine will be set at 500.
- It is anticipated that funding for magazines of this kind would range from £2,500 to c. £55,000.

Eligibility and Qualification

Who may apply

Only publishing companies based in Wales can apply.

Recipients of grants over £8,000 per annum 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.

The scheme **does not fund**:

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

The Grant

- The total annual budget for this scheme is in the region of £180,000. No sum is ring-fenced for any one area, but it is likely that funding will be awarded in all the areas of focus described above.

- The grant level for general and literary magazines will be aimed towards reaching a gearing ratio of up to 2:1 (i.e. BCW funding would provide up to two thirds of the total income of the magazine, with at least a third of income to be generated by the magazine publishers through sales, advertising revenue, sponsorship, contribution in kind etc. For guidelines on calculating contribution in kind please see appendix 1 of this document).
- Funding for an individual title awarded under the general or literary heading is likely to range between £2,500 and c.£55,000 per annum.
- Funding for an individual title awarded under the development fund heading is likely to range between £2,500 and c.£10,000 per annum.
- Grants are offered as four-year franchises, subject to satisfactory annual review of the franchise holder, and subject to the continuation of funding from Welsh Government.

Assessment Criteria and Priorities

In the 2024-2028 application process, the following matters will be of particular consideration:

- Commitment to good quality, engaging writing, informed debate and high editorial standards
- Specific editorial policies that reflect commitment diversity, inclusivity, and accessibility in publishing, in line with the Books Council's strategic plan – ie, applicants must implement a formal policy for commissioning underrepresented writers, diversifying their Board membership, and broadening the range of individuals contributing to production
- The ability to make a significant contribution to the culture of Wales
- A demonstrated commitment to skills development and the health of the publishing ecosystem in Wales (eg, through the implementation of schemes such as 'temporary' board membership, mentoring schemes, and opportunities in design, editorial, and contributor writing)
- Clarity of role in relation to other magazines. The Books Council will consider whether a proposed title is likely to fill a gap in provision *or* perform more effectively than competing titles
- Value for money (including prudent and efficient management of costs and the projected grant per copy sold)
- The ability to attract funding, sponsorship and contributions in kind from other sources
- The ability to adhere to a publishing schedule
- Marketing and publicity, with an emphasis on reaching and developing readerships
- The applicant's ability to distribute throughout Wales and (where appropriate) beyond
- Design and production (appropriate to the format and market)
- The ability to develop content in multiple formats (e.g. print, web, app, e-pub etc.)
- Track record (if applicable)

Applications

Stage 1:

Please note that this is a two-stage application process. During the initial stage all applicants must submit a brief application form (supplied with this document). This must be returned to the Publishing Development Department by email (address at the bottom of this document) by **5pm on 25 August 2023**. Any significant clarification or concerns will be discussed with applicants prior to being invited to submit a full application.

Stage 2:

Applications should include the following:

1) **Application form** (only if there are any changes to the form submitted in stage 1).

2) **Narrative report** with sections and subsections as follows:

If the same information is relevant to several of the headings, you needn't repeat information provided elsewhere in the narrative report. You may simply skip a heading if you have already provided this information.

i. Historical narrative

This section should highlight any particular achievements paying particular attention to the previous 12 months (currently funded magazines should summarise successful meeting of targets and identify areas that need improvement during the current franchise period); the following matters should also be addressed (this is not an exhaustive list):

- a. Editorial policy and vision of the magazine
- b. Design and production
- c. Staffing
- d. Sales and distribution
- e. Marketing and publicity
- f. Website and digital publishing
- g. Finance

Publishers of periodicals that are not currently in operation may leave this section blank.

ii. Future plans and projections

This section should lay out plans and policy for the 2024-2028 franchise period:

- a. Editorial policy and plans
- b. Design plans
- c. Staffing (including brief biographies and experience where applicable, current staffing arrangements and plans for staff development and retention)
- d. Sales and distribution strategy
- e. Marketing and publicity policy and plans
- f. Plans for website development and development of digital formats
- g. Financial projections, including other possible funding/sponsorship
- h. A brief outline of your measure of success – what would a successful year look like for your publication?

3) **Sales figures and forecasts** (please use the form provided)

4) **Budgets** (please use the forms provided)

- i.* Six-month profit and loss (if you are not currently in operation, you may leave this section blank)
- ii.* One-year budget projections

5) **Audited accounts for 2023/24** (non-audited accounts are acceptable for those in receipt of less than £8,000 in grant-aid and for new enterprises, a statement of the current financial situation may be substituted)

6) **Company structure** (please use the form provided, and indicate any changes to the Board, etc.)

- 7) **Eight sample issues (currently-funded magazines)**
Eight sample copies of the last two issues of the magazine (new applicants)
If the application is from an existing magazine, copies of previous issues should be sent. In the case of new proposed magazines or new proposed sections (or significant changes to existing magazines), the following should be included: a full mock-up of the first issue, including cover design; sample editorial, if applicable; contents page, and entire contents (including images, if applicable) showing internal design, layout and paper. Outline plans for the subsequent three issues should also be submitted.

Format:

Please submit all material **by 6 October 2023** in the following formats:

By email in Word and Excel to English.Grants@books.wales (with the subject line 'Cultural Periodicals Application')

Timetable:

Deadline for stage 1 application form: 25 August 2023
Full Application deadline: 6 October 2023
Shortlisting and interviews: November-December 2023
Notification of decisions: December 2023
Funding to begin: 1 April 2024

If you have any questions about eligibility or application process, please contact Ashley Owen, Publishing Development Department, Books Council of Wales, Castell Brychan, Aberystwyth, Ceredigion, SY23 2JB Tel: 01970 629555 Email: English.Grants@books.wales

Mae fersiwn Cymraeg o'r canllawiau hyn ar gael.
A Welsh-language version of these guidelines is available.

Appendix 1

Guidelines for Contributions in Kind

In-kind contributions will be taken into account when assessing the income of the applicant and determining the level of grant that can be issued in line with the 2:1 match-funding ratio criteria required by the Books Council of Wales. Applicants should use the following guidelines when calculating the value of their in-kind contributions. You will need to tell us how you have calculated this.

- Contributions could include computers or other equipment donated; use of premises donated specifically, and the provision of office space and associated costs provided by the host organisation. These should be valued as follows: equipment which is donated should be included at the advertised market price if new, or at a reasonable estimate of the second-hand price if not new. Use of premises provided for the organization should be calculated at the appropriate market value; and office space and associated costs such as telephone charges, photocopying etc. should be calculated at appropriate market value. If it is shared with other users the cost should be divided proportionately.
- The onus will be on the applicant to demonstrate how they have calculated the market value of items rented or purchased: You should provide evidence of market value, such as published rates for hiring premises, or price list for equipment and services.
- Suppliers' discounts can be factored into CIK when they demonstrably show support for the organization, for example a printing discount from a Welsh printing company that is explicitly given in recognition of the role the organization plays in Welsh culture. But discounts that fit these criteria must be substantiated by the supplier as discount specific to the organization as a contribution, rather than a standard trade discount.
- Specialist's advice and expertise provided free of charge and other forms of voluntary labour donated to the organization can be calculated as CIK. Rates for voluntary labour contributions can vary considerably depending on the nature of the work to be undertaken.
- You should calculate the rate at the appropriate market value for what it would cost you to actually hire in the labour or services being donated. We will need to see clear evidence on how you have arrived at the rates you are using. Your evidence may include published daily rates for consultancy or legal advice or estimates of what reasonable salaries for the type of work being donated would be, for example an intern's rate should be calculated at minimum wage to reflect the basic administrative nature of the role. If an intern is employed as a quid pro quo with a host organization, this should not be factored in as a CIK, as in this instance, the service is being provided to the contributor.
- Board members of companies limited by guarantee (non-profit distribution) should not receive financial rewards for their expected duties as a board member. If a board member donates voluntary labour or services, they will technically be receiving a financial sum for that labour or service as they have financial value. Therefore, any voluntary labour or services donated by board members of companies limited by guarantee can only be counted if it is work beyond their normal expected duties as a board member, and can clearly be shown not to represent a conflict of interest.

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