

Publication Grants

Guidelines and Criteria

This document provides guidelines on how to apply for a publication grant, including filling in the application form and details of our assessment criteria. It also provides information on potential levels of support, as well as details of those costs and formats that are ineligible for funding. If you have any further questions or if your queries are not answered below, please get in touch with us and we will be happy to assist. Please also consult the **Opportunities for Publishers** page on the Gaelic Books Council's website prior to applying. You can find this at www.gaelicbooks.org.

IN THIS DOCUMENT, YOU WILL FIND INFORMATION REGARDING THE FOLLOWING:

HOW DO I APPLY?

- Elements eligible for support
- Levels of support
- Additional notes

CRITERIA FOR ASSESSMENT

- Ineligible costs and formats
- Application form – Guidance

MY APPLICATION IS READY – WHAT IS THE NEXT STEP?

- What happens when I submit my application?

How Do I Apply?

You need to do the following in order to apply for a Gaelic Books Council publication grant (please note, publication grants are only available to publishers – writers/editors must secure a publisher to apply on their behalf):

1. Decide which areas of publishing activity require support, with regard to the specific title in question (see below, '**Elements eligible for support**').
2. Complete an application form and include written estimates from all service providers. When applying for funding for work undertaken in-house, a breakdown of costs must be included.
3. Check your application against our '**Criteria for Assessment**' prior to submitting it.
4. Submit a typed electronic copy of the manuscript in draft or final form along with your application.
5. Send everything to us at least six weeks prior to the date of the next Grants Committee meeting. You can find the dates of application deadlines on our website.

Elements eligible for support

We can provide support for some or all of the following aspects of the publication process:

- Copy editing and proofing
- Illustrations and cover design (see below '**Additional notes – Artwork**')
- Typesetting
- Indexing
- Printing
- Audio production (CD/DVD/MP3/other appropriate format)
- Digital production (text only)

Levels of support

Under normal circumstances, successful applications for individual publication grants may receive the following levels of support:

BOOKS

- Scottish Gaelic only publications – up to 80% of costs (up to a maximum of £5,500) per title
- Bilingual publications – up to 50% of costs (up to a maximum of £4,000) per title
- Reprints/reissues – up to 50% of costs (up to a maximum of £2,500) per title
- Publications with less than 10% Scottish Gaelic content are not usually eligible for support

MAGAZINES/PERIODICALS

- Scottish Gaelic only publications – up to 80% of costs (up to a maximum of £5,500) per title
- Bilingual publications – up to 50% of costs (up to a maximum of £1,500) per title
- Reprints/reissues – up to 50% of costs (up to a maximum of £1,000) per title
- Publications with less than 10% Scottish Gaelic content are not usually eligible for support

MAXIMUM SUPPORT

We will not normally provide support of above £5,500 for any individual publication, or more than 80% of the costs of publication, whichever is lower.

MINIMUM SUPPORT

Applications for assistance with publication costs lower than £100 will not be considered.

RETROSPECTIVE FUNDING

The Gaelic Books Council does not provide retrospective funding for titles that are already in print. Publishers who plan to apply for GBC grant assistance should ensure that sufficient time is built into their publishing schedule to allow their application to be processed.

Additional notes

- **Advance payment – 30% on approval**

In order to assist with the pre-publication costs of approved titles, the Gaelic Books Council will provide an initial instalment of up to 30% of the publication grant. This will only be paid after formal agreement has been reached between both parties. The balance of the grant will be paid on publication of the work and once verification of actual expenditure has been received.

- **New publishers – 100% funding for first two titles**

We wish to encourage new Scottish Gaelic publishers, and may be willing to consider increased levels of support (up to 100% of relevant costs, on a per title basis) for the first two titles by a new Scottish Gaelic publisher. This funding would be subject to certain criteria being met, including provision of a detailed business plan. Please get in touch if you are considering becoming involved in Gaelic publishing - we would be delighted to hear from you.

- **Artwork**

Support may be available for cover design through the Gaelic Books Council's publication grant fund.

Illustrations, photographs or other artwork which enhance the literary composition of the text may also be eligible for publication grant funding. Publishers wishing to secure assistance towards the costs of illustrations (e.g. copyright/permission fees or original artwork/photographs) should provide relevant details and figures, along with a written estimate from the illustrator/photographer, on the publication grant application form.

Funding for artwork that is an integral and major part of the work (e.g. traditional comic book or graphic novel formats) is not normally provided through publication grants but may be eligible for commission support (see the **Commission Grants** page on our website).

Animations embedded within, or provided with, e-books are not eligible for Gaelic Books Council funding.

- **Other opportunities**

From time to time, other opportunities may arise with regard to specific publishing initiatives, e.g. new Gaelic fiction. In such instances, we will post details on our website and invite applications.

- **Calculation of costs**

All funding decisions will be based on the Gaelic Books Council's assessment of the total cost of publication. The Grants Committee's decision will be based on calculations by the Literature and Publishing Department drawn from the information supplied by the publisher on the application form.

- **Limited funds**

Please note: our funds are limited, and there can be no guarantee your application will be successful.

CRITERIA FOR ASSESSMENT

Applications are assessed according to the following criteria, based on the information provided on the application form and the supporting written material. Decisions regarding the level of support are made by the Grants Committee following consideration of all of these criteria. It is likely that each application will have strengths and weaknesses in each of the following areas; however, a balanced assessment will always be made.

These are NOT listed in order of importance. All eight areas are considered.

Criteria

1. Artistic Quality

How strong is the writing? Is the information correct and written in an accessible style?
Will the publication be an attractive and marketable product?

2. Potential Demand and Marketability

Is the publication anticipated to be popular? Is the author well-known? Is it a work which fits with GBC priority genres for that particular year?

Priority genres for 2025-26 are:

- Prose and fiction in book and/or audiobook and/or ebook format;
- Books for teenagers;
- Original Gaelic books for children;
- Audiobooks in general;
- Zines.

Priority is given to work originating in Scottish Gaelic (i.e. not translated from English or other languages), however, we will, of course, consider applications for most types of work. Priority genres are reviewed annually.

3. Level and suitability of Scottish Gaelic content

Is there a high percentage of Scottish Gaelic within the publication? Is the language appropriate for the intended audience?

4. Financial strength and value for money

Do costs appear reasonable and compare well with current industry standards? Have additional sources of funding been secured? Is the publisher willing to invest themselves?

5. Achievable publication timescale

Are timescales realistic? Is there evidence of a coherent plan for publication?

6. Originality

Is the work originally written in Scottish Gaelic or is it a translation? (Priority is given to original work in Scottish Gaelic.) How unique or ground-breaking is the work?

7. Specialist value

Does the work have cultural merit such as academic or other redeeming features, if it does not immediately appear to be of 'best-seller' potential?

8. Evidence of marketing plan

Has the publisher provided evidence of plans to market the title? How impressive and realistic are these plans?

Ineligible costs

Please note, there are a number of elements which we do not support through the publication grant fund. You should not include the following in your application:

- Project management fees
- Travel costs
- Audio recording costs exceeding £500
- Production costs for videos, games, music or animations to be embedded within, or provided with, an e-book
- Royalty payments
- Translation costs (Publishers wishing to apply for support towards translation from other languages into Scottish Gaelic should consider applying for a commission grant – see the **Commission Grants** page on our website for details.)
- Distribution, storage or postage
- General overheads (e.g. telephone, electricity, office rental, etc.)
- Marketing (Publishers wishing to apply for support towards the marketing of Gaelic titles should contact the Gaelic Books Council's Sales and Marketing Officer and/or Director for advice.)

Ineligible formats

Please note, there are a number of formats which we do not support through the publication grant fund. These include:

- Stationery
- Promotional material such as cards, calendars, websites and blogs
- Games, apps, maps and leisure projects
- Textbooks or educational material specifically for schools (contact **Stòrlann** instead)
- Technical guides or handbooks
- Digital-only publications without a clear DRM (Digital Rights Management) strategy to prevent unauthorised redistribution
- Publications with no, or minimal (less than 10%) Scottish Gaelic content

Application form - Guidance

A correctly completed application form is essential for a successful application. You can obtain an application form either by contacting the Gaelic Books Council, or by downloading a copy (PDF or Word) from www.gaelicbooks.org. A guide to the various sections of the publication grant application form is provided below.

- **Name of publisher and contact details**

Please use your official company name and address, and include your postcode. If you have an email address, please provide it as it will be used to keep you informed of your application's progress.

- **Experience**

New publishers are defined as those who have not published any more than one title previously, in any language.

- **Authors, editors, illustrators and other relevant contributors**

Please include all relevant names of those associated with the work.

- **Title of work**

Please provide the full title of the publication in question. If the title is still to be confirmed please provide a working title. If relevant, please include issue/series numbers.

- **Classification**

Please indicate whether this is a new work written originally in Scottish Gaelic, whether it has been translated from another language into Scottish Gaelic, or whether it is a reprint or reissue.

- **Format**

Please indicate what kind of publication this is, e.g. book, audiobook (CD/DVD/MP3/other), magazine, e-book (MP4/ePub/Mobi or other appropriate electronic text formats should be classed as 'Digital').

- **Brief description**

Please provide summary information regarding the content of the publication, including any unique or distinctive characteristics, e.g. subject matter, target age range (if any), well-established/new writer, etc.

- **Scottish Gaelic content**

We are particularly keen to support publications with a high Scottish Gaelic content, and these titles will be given priority. For titles that are not 100% Scottish Gaelic, please provide an estimate of the approximate percentage of Scottish Gaelic content with regard to the publication as a whole – cover, title pages, introduction/foreword and the main body of text.

- **Proposed publication date**

Please indicate when you aim to have the title published. The month and year should be provided.

- **Length of work**

For titles in printed book format, please indicate how many pages the publication is likely to contain. For both printed and e-book (text only) formats, please also indicate the approximate

number of words (to the nearest 1,000).

For audiobooks/digital audio content, please indicate the approximate length in minutes.

- **Illustrations**

Provide details of the approximate number of illustrations, if any, and whether colour or black and white.

- **Binding**

Indicate whether the publication will be printed in paperback, hardback, e-book or any other format. For e-books, please list all formats to be made available.

- **Edition size**

For printed book/magazine formats or for audio CDs and DVDs, please indicate the number of copies to be printed. 'Print on demand' titles are welcome, and there is no limit to the minimum or maximum number of copies you wish to print.

- **Production costs – Written estimates**

Please include a copy of written estimates from all contractors, consultants and freelancers who work on your publication (including copy editors, proofers, illustrators, designers, typesetters and any others). The quote must not be dated more than 60 days previous to the date of your application.

For printing (or CD/DVD production), please provide written estimates from a minimum of two different printers. This applies to publications in book/magazine paper form and for audio CD/DVD production. These quotes must not be dated more than 60 days previous to the date of your application.

- **Production costs – In-house costs**

If any aspect of the publication process is to be carried out in-house by the publisher, please provide a breakdown of the costs. Include details of estimated number of hours, hourly rates or fees for each aspect of the work. Failure to do so may lead to a delay in the application process.

- **Names of project staff/contractors/freelancers**

Please provide the names of all staff/contractors/freelancers, and their company names (if applicable). e.g. John Smith, Breakish Typesetters.

- **Marketing**

Please provide brief details of how you aim to market the publication. e.g. Are you planning a launch event? If so, do you have a proposed date? Are you planning web activity or a postal campaign? Information about your marketing plan is an essential element of your application.

- **Sales projection**

Please provide an estimate of sales anticipated during the first two years of release (total number of copies sold in the UK and, if appropriate, overseas).

- **Other funding**

Please provide details of the publisher's own investment in the title, if any. Details of any other funding (including names of proposed or actual funders) should be included, along with an indication of the level of investment.

Please note, we cannot support applications for publications which have already, or will, receive funding from Bòrd na Gàidhlig and/or Creative Scotland.

- **Name and address of applicant**
Please supply a contact name for the application.

MY APPLICATION IS READY – WHAT IS THE NEXT STEP?

Once you have completed your application form, including copies of all relevant written estimates, a typed copy of the text and any other supporting information, please send it to us at the address below.

What happens when I submit my application?

1. We will acknowledge receipt of your application, either by email or by post.
2. Your application will be checked to ensure that all relevant information and supporting material has been included. We will contact you if any further information is needed.
3. Your application will be put forward for consideration at the next Grants Committee meeting.
4. You will be informed of the Grants Committee's decision within 2 weeks of the Committee meeting.
5. If your application is successful and a publication grant is offered, you must sign and return the formal letter of offer (the contract) within 30 days.

FURTHER INFORMATION

For any further information or to obtain an application form, please get in touch with us:

Literature and Publishing Department
The Gaelic Books Council
32 Mansfield Street
Glasgow G11 5QP

General enquiries: publishing@gaelicbooks.org

Application forms: mairi@gaelicbooks.org

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