APPLICATION

INTRODUCTION

Firstly, thank you for showing interest in the possibility of your involvement in THE PROJECT. We intend THE PROJECT to be a highly personalised programme, with activities designed around the needs, interests and ambitions of the final group of 12 - 15 publishing companies that will take part. For this reason it is really important that, in completing your application, you share with us, as much relevant information as you possibly can on the following topics:

1. About your business
2. About what your company hopes to achieve through involvement in THE PROJECT - specifically:
   - what is the business initiative (ie project) you want to pursue, and what are your main objectives in doing so?
   - what will be the main measures of success (in terms of a tangible, business-led, growth outcome for your company, if your initiative is successful?)
   - About your company’s capacity to deliver the initiative, in relation to its present resources: people: numbers, roles, skills and experience; market awareness; access to sufficient funds to invest in the development and implementation of the initiative.

Please read the document that accompanies this Application: THE PROJECT - BACKGROUND AND OUTLINE PROGRAMME. This describes the aim of this initiative and a summary of the programme of activities that participants will undertake over a six months period.

COMPLETING THE APPLICATION

The Application has been prepared as a WORD document and is therefore easy to complete on your computer. Simply type your responses directly into this document. We recommend that you retain an electronic or printed copy of your response for your own future reference.

email your application to David Pirnie - pirnie.d@btinternet.com by 30 June, 2011.

Copying to:

• marion.sinclair@publishing.scotland.org
• joan@publishing.scotland.org
ABOUT YOUR CONTACT DETAILS

Please provide us with the following contact details.

Business name
Business Address – including postcode

Telephone numbers:
  – Landline
  – Mobile

Website

Main contact for this Application
Name:
Job Title
Email address
Telephone numbers (if different to the above)
ABOUT THE BIG PICTURE

A BRIEF OVERVIEW

Please provide a brief description of your publishing company (200 words, maximum)

Please provide a brief description of the project idea you hope to develop through your participation in the in-company development programme; please include reference to the objectives behind your choice of topic and the benefits resulting from successful completion. (200 words, maximum)

Are there any capacity issues that your participation in the programme would help to solve? (200 words, maximum)
TOPIC 1

ABOUT YOUR BUSINESS

Please tell us about your business.

- Business name
- Year established
- Legal status (ownership)
- Main location
- Ownership
- Type of books published
- Number of employees and their main roles in the business
- Organisational structure - if you have one
- Turnover (last financial year)
- Main strengths of the business
- Areas where development and capacity building is most needed
TOPIC 2

ABOUT WHAT YOUR COMPANY HOPES TO ACHIEVE

IN THIS SECTION……

We would like to learn about your proposed project....and especially.... what your company hopes to achieve as a result of involvement in THE PROJECT:

- **What is the business initiative** (ie project) you want to pursue, and what are your main objectives in doing so?
- **Why** is this initiative important for your company to pursue?
- **What** would be the main measures of success (in terms of tangible, business-led growth outcomes) for your company if you achieved these objectives?
- **Are there any conditions / factors** that could limit your ability to follow your project through?
- **Has work on the initiative already started** - and if so, at what stage is it at now?
- **Are you likely to start / or continue with this initiative if your application is unsuccessful?**
TOPIC 3

ABOUT YOUR COMPANY’S CAPACITY TO DELIVER THE INITIATIVE

As things stand at present, how confident are you that your company has the capacity to plan and deliver this initiative - for example, in terms of:

− people (their experience, knowledge and skills
− time (in addition to 'the day job')
− market awareness
− access to funds to invest in the initiative
− are there any 'succession' issues that might influence your company's choices and decisions?
ABOUT YOUR QUESTIONS

1. Do you have any questions about THE PROJECT, its programme, organisation, timing etc... or any other relevant matter?

THANK YOU FOR COMPLETING THIS APPLICATION

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