



Historic England

Published on behalf of Historic England by Liverpool University Press

## **HISTORIC ENGLAND SUBMISSION FORM**

### **EXPLANATORY NOTES**

All publishing proposals, whether externally sourced or the outcome of internal projects, must be approved by the Historic England Publishing Board and accepted into our publishing programme. By completing the accompanying Historic England Submission Form, you will enable us to make an initial assessment of your idea, and to prepare a formal proposal for the Historic England Publishing Board.

The information requested enables us to take a clear view of any publication project, whether of a major work with large resource implications, or a booklet, and to plan the necessary resources and timetables. It is probable that elements will change as a project progresses, but we need this information at the beginning of the project, which can be revised with agreement if necessary. Please provide as much information as possible in response to the questions in the accompanying submission form, otherwise the proposal may be declined or returned to you for more information. Authors must ensure they have adequate time and resource available to research and write the material, as well as source illustrations. Please omit sections which are irrelevant, but if in doubt contact us for further information.

Before completing the form, it is worth looking at previously published Historic England books to see how your book would fit into our list. A list of published Historic England books is available [here](#).

### **Process of review by the Publishing team and the Historic England Publishing Board**

Your proposal will initially be considered within the Publishing team at Historic England and Liverpool University Press and clarifications sought where necessary. We will then send your proposal to relevant experts within Historic England or external reviewers for a report. Reports will be sent to you for your written response and, once your proposal is approved by the Publishing team, we will put your proposal, plus the acquired reports and your response, to the Historic England Publishing Board for consideration.

The Historic England Publishing Board meets four times a year and considers proposals based on content and financial viability. They may approve or decline a proposal, or request further information to be submitted at a later meeting. If the proposal is approved, a publishing contract will be issued by Liverpool University Press. If the proposal is declined, the reasons will be passed to the authors of the proposal. The proposal can be reframed and resubmitted for consideration again by the Historic England Publishing Board.

Following are explanatory notes on specific questions in the Historic England Submission Form:

## GENERAL

1. **Project title/working title**
2. **Author (Project team and department, if an internal Historic England project)**
3. **Will the originating department for internal projects be providing a budget for publication?**
4. **Date of completing questionnaire**

## PROJECT DETAILS

### 5. **Background to the project and objectives**

Please provide a detailed summary of the background or origin of this project. Which Historic England corporate programme(s) or activities, if known, does this publication project relate to? For internal projects that have been planned under the NHPP, please attach your project design to confirm that resources have been allocated and the Archive alerted. What is the need for the product and how has this need been identified? What research questions and academic issues will be addressed (you can expand on these points as part of the synopsis)?

### 6. **Type of publication and format**

Do you have a particular format in mind? Is there a previously published Historic England book you consider similar in terms of format and style? The Publishing team will discuss the proposed cover price and format with you, although on these issues, as well as those of design etc, the final choice rests with the Publishing team, who will assess the financial viability of the format given the potential readership.

### 7. **Illustrations**

Please state the number of images you envisage for your book, whether colour printing is required throughout the book or whether the colour images can be grouped into a colour plate section in the book.

With over 10 million items in the Historic England Archive, constantly increased by acquisition and new photography, this is one of our key strengths and enables our books to be well illustrated and attractive in comparison with many publishers. We urge authors wherever possible to make use of the Archive rather than external sources, as images from the Historic England Archive are available for Historic England publications free of charge, and external images can be expensive, especially as we require worldwide and electronic reproduction rights.

If you are familiar with the Archive's holdings and know which images you wish to use, please let us know. We recommend that once your proposal has been approved you visit the Archive in Swindon and meet colleagues there to discuss your requirements. Please indicate if you are able to visit Swindon to learn more about the Archive and how to use it most effectively.

If external images are required, it is your responsibility to research external sources and obtain permission to use them. You should seek worldwide English language rights, as all our books are sold internationally, and please ask the Publishing Team if you should secure electronic rights too. The cost of external images should be met by the author of the book or through funding. Please discuss with the Publishing Team if external images are required.

## **8. Synopsis**

i) Please provide a clear description of the proposed content and themes of the work (at least 600 words).

ii) Please include a proposed list of chapters with a description of the content and an approximate word count for each chapter (at least 250 words per chapter). The list of chapters is expected to change slightly in the course of writing. However, this is an essential part of the submission form as it shows the shape and proposed content of your book, so please be as detailed as possible so we acquire a good understanding of your proposed work.

iii) Please provide an estimate for the total word length for the book, including prelims, captions, list of images, bibliography, references – everything except the index.

iv) Please attach some sample text of the proposed book (a minimum of 1500 words) to show the tone and style of your text, or examples of other written material for a similar audience.

## **9. Inclusion of online material and ebooks**

Publication these days is not seen purely in terms of a printed book. There may be source data or supplementary material which would interest a specialist audience but is not integral to the printed form, and would not be of interest to the typical reader. This could be held on a web page with access information given in the book, or there may be audio or video material to supplement the printed material, offering a richer experience to users.

Please tell us if online material would enhance your book or reduce its extent in printed form. You may also have a view on the suitability of your project as an ebook. Please bear in mind that electronic rights in externally sourced images are likely to be extremely expensive.

## **10. Delivery date**

How long do you estimate you will need to deliver the finished text and illustrations, following approval into the Publishing programme by the Historic England Publishing Board? We cannot start work on projects that are delivered incomplete (by complete, we mean **all** text – no sections missing or in draft – and **all** artwork in agreed formats).

## **11. Referees**

Do you have a referee or referees in mind who can comment on this proposal and/or could be approached to review the text when submitted? Who could provide comment within Historic England?

## **12. Director's approval (internal authors only)**

Please attach evidence that the appropriate Director has seen and approved this proposal, and that resources are available to complete the work within the agreed timescale. The Director should be able to indicate how this project fulfils divisional and corporate objectives.

## **MARKETING AND PROMOTION**

### **13. Readership**

Describe the primary market sector at which you will be addressing this book (eg academics, professionals, the general public, and overseas readership)? If a specialist

sector, do you know how many people are involved in it in a professional or academic capacity? Which are the key professional or academic bodies and regular conferences in this sector?

Is there a significant secondary market, in your view?

It may be necessary to seek grants to achieve an affordable cover price, or a guaranteed bulk purchase to make publication more viable. If so, would your originating department (for Historic England authors) or an external body be worth approaching to explore this option?

**14. Complimentary copies**

We give 6 complimentary copies to the author (to be divided equally, if more than one author), and send copies to copyright libraries and for promotional/review purposes etc. We estimate the quantity and factor this into our pricing decisions. If there are any individuals or organisations who may require a quantity of free copies for any reason, please let us know.

**15. Special features**

Why are readers going to buy it? What are the special features that would recommend the product to potential purchasers?

**16. Competing publications**

Are there any similar products on the market and what are they? Please list related or competing titles, even if they are no longer available. Which of these is the best, in your opinion? How does your proposed book differ from them? Which new material or interpretations would your book introduce?

**17. Previously published and future plans**

Please include a list of your previous publications. Please indicate if any of the material (sections or as a whole) to be included in the proposed book has been published before (print or online, externally or internally) and whether you have any plans to publish any of the material, even in a revised format, in any format, in the future.

**18. Mailing lists**

Do you know of any mailing lists that could be used to promote the work? Do you expect copies to be distributed to particular groups (please note above about complimentary copies)? If so, please quantify and be prepared to provide lists in due course.

**19. Sales outlets**

Are there specialist bookshops or retail outlets you think should stock or promote this book? Do you know of any specific sales opportunities via companies, local authorities, and professional bodies etc, which have an interest in this subject?

**20. Promotional events**

Is there an event, such as a conference, which could be used to launch and/or promote the product? If you wish the book to be available at the event let us know, as we will need to discuss at the earliest opportunity whether this is achievable.