

## BRISTOL UNIVERSITY PRESS AND POLICY PRESS SHORTS GUIDELINES

### OVERVIEW OF FORMAT

Bristol University Press and Policy Press *Shorts* are designed to deliver original ideas and to make a difference in a concise, easily accessible way. Titles in this format will fall into one of three groups:

- **Bristol University Press and Policy Press *Shorts: research*** – providing the latest cutting-edge research findings (longer than an article but shorter than a monograph) significantly quicker than the usual monograph route;
- **Bristol University Press and Policy Press *Shorts: insights*** – inspiring new social commentary and insights on topical issues, so you can join the debate quickly and authoritatively
- **Policy Press *Shorts: policy and practice*** – handbooks and guides that will have an impact on policy and practice in key areas of society.

This shorter format option allows high quality peer-reviewed content to reach readers quickly, with a typical production period of 12 weeks. Titles will be between 90pp and 150pp (30,000 and 50,000 words) and the format lends itself toward authored rather than edited works but exceptions will be considered.

### GENERAL PROPOSAL GUIDANCE

Please keep your proposal to no more than 6–8 pages (excluding any additional material such as CVs and sample writing) and cover the points detailed in these guidelines, preferably in the order presented. It is important that the proposal presents a convincing rationale for your publication and clearly outlines the work's objectives, explaining the benefits and advantages it will provide to the intended audience, above and beyond what is currently available.

Please ensure that you provide enough information to demonstrate the suitability of the work for this format and the intended market as this will be particularly important.

Your proposal will be read by the appropriate subject editor at Bristol University Press who will discuss it with you before sending it for peer review, if appropriate. Once it has been sent for review we make every effort to collate the responses and feedback to you within 3-6 weeks of receiving your proposal. We are committed to working closely with our authors and to making publishing decisions as efficiently as possible so if there are any circumstances we should bear in mind from the point of view of timing (for instance if the proposal is under consideration by another publisher), please do let us know.

If you have any questions or would like to discuss your ideas with us first, please contact the relevant editor for your [subject area](#).

# BRISTOL UNIVERSITY PRESS/POLICY PRESS SHORTS PROPOSAL

## 1. TITLE INFORMATION

Proposed title and sub-title:

*Please bear in mind that, at times, the title may be the only indication of content for booksellers, librarians and institutional customers and it is therefore important that it is sufficiently informative, descriptive and includes key words or terms which will help drive readers to your content.*

Author(s):

*Please include your affiliation(s) here but use the later 'Author information' section for full details. If there is more than one author, please list the names in the order you would like them to appear on the book.*

## 2. FORMAT

Why do you think this project would be particularly suitable for this shorter format option?

Please indicate which of the groups the work would fall into:

- research
- insights
- policy and practice

## 3. SYNOPSIS AND AIMS

**Scope and Coverage** (approx. 400 – 600 words)

Outline the publication's scope and coverage, and highlight its originality.

*You should consider:*

- What themes, concepts and ideas will you develop?
- Why does a book need to be written on your proposed topic and what is original about the content or your particular approach?
- What is the work's topicality or academic or policy relevance?
- What, if any, are the deliberate omissions? And why?
- What impact would you like your book to have?

#### 4. CONTENT

Please include a provisional list of contents, with primary subheadings if possible, and a detailed chapter-by-chapter summary (200-300 words per chapter). Please give an approximate breakdown of the word count (including references) per chapter.

#### Key features

Please provide a maximum of three bullet points that summarise the most important aspects of the content, and explain the benefits they offer to the reader.

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#### 5. TARGET AUDIENCE

Keeping in mind the selected format (Section 2), please provide details of the intended audience for your book and why the work will be of value to them.

*You should consider:*

- *Is the text a research monograph for academic readers? Would it be considered as a library purchase?*
- *Are there any societies, professional organisations or other groups which might be a significant audience for your work?*
- *Will there be practitioner interest in the title? If so, how will it benefit them in their work?*

Primary audience (those who need this publication):

Secondary audience (those who might like to read or should read it):

International market (if applicable, in which countries or regions specifically will it be of interest and what features would help us to market it to an international audience?):

Why the intended audience will benefit from the work being published in this shorter format:

## 6. COMPETITION

Please list any competing publications and/or digital resources, and an assessment of your book's position against the competition. As this is a shorter format, please include relevant articles or chapters in books if applicable.

*You should consider:*

- *How does your publication fit alongside others on the subject?*
- *What are the key differences and what unique features or focus does it have in comparison?*
- *What are the strengths and weaknesses of the competition?*
- *Why is your publication more suited to the needs of potential readers? Will it be more comprehensive or more focused? Is it based on original research or new thinking? Is it more up-to-date?*

## 7. AUTHOR INFORMATION

Include details of current position, affiliation and full contact details, as well as nationality, for each author.

Provide a list of previous publications and other relevant experience, such as teaching or research, or attach current CV(s).

Please include details of any social media, blogs or personal websites you currently use in your work. If you have any direct routes to market, or suggestions for marketing, please also provide brief details here (a full marketing questionnaire is sent to authors later in the process).

## 8. TYPESCRIPT INFORMATION

Please give the estimated total word count (to the nearest 5,000 words) of your book. This should be **between 30,000 and 50,000** words to be suitable for this format.

If there are any, please specify the number and type of illustrations required (photographs, diagrams, maps or tables) and what format/package these can be supplied in. These should ideally be kept to a minimum in a short work.

Please state what stage you have reached in preparing the typescript, particularly if parts of the typescript are already or about to be published elsewhere (for example, as journal articles).

If you will be using a substantial amount of material that is likely to need copyright clearance, please give details.

## 9. TIMETABLE

Please give a realistic schedule for completion of the work and indicate when you hope to see the book published. The production timetable for all books in this format is typically no more than 12 weeks from delivery of the final manuscript.

If applicable, please tell us why the timing of the publication is important and explain any factors which make this format option particularly suitable due to the quick turnaround time.

## 10. REFEREES

Bristol University Press will select readers appropriate to the content of your proposed book, but if you would like to suggest 3-5 people whom you regard as suitably qualified to comment on the proposal, please include their names and contact details here. If applicable, please advise us of any conflicts of interest, or any reviewers that you feel would be inappropriate for us to approach.