

Parish News Report

Harting, Elsted with Treyford cum Didling

Editor's report. Julie Cragg noted that, finances aside, the magazine was in good health: popular and valued, and never short of copy. The operation had run smoothly over the past year – she thanked colleagues.

Advertising report. Sarah Green advised it had been the toughest year in her experience. Two bad debts, totalling £465. She judged that things might be marginally easier in the spring, provided that the price increase was held to 5%, implying advertising revenue for next year of around £6k.

Distribution report. Jane Tancock described a busy year replenishing and rationalising the distributor network, sorting out and chasing late subscription payments. She would work with Pete/Julie to refine the annual payment reminder forms.

Treasurers' report. Printing costs had soared by 22% (partly due to the move to colour, partly to increased paper costs), whilst both advertising and subscription revenues were down. This meant that a loss on the year had halved our bank balance from £4.5k to £2,160, leaving a possible deficit on our accounts by the end of year.

Urgent action was clearly needed: one option would be to double copy and subscription prices. It was decided to adopt a staged approach raising the cost by about one-third for the following year (with warning of more perhaps needing to follow next year).

Following the Parish News AGM the editor made requests to the Parish Church, Parish Council, Elsted Parish Council, the Minibus and a few other regular contributors to the magazine for some financial support, generous donations were made by those named. This should help the Parish News to continue providing a buffer against further rising costs or the occasional larger magazine.

We would therefore like to give heartfelt thanks to all those who contributed and continue to support our Parish News.

Julie Cragg
Editor