

ROUND and ABOUT WEST FELTON

SUPPORTING LOCAL BUSINESS

www.westfeltonmagazine.co.uk

Report to West Felton Parish Council – April 2022 *from Colleen Hughes, Editor/Admin*

The magazine committee held its annual meeting in July 2021. A farewell gift and card were organised for Bert Bliss, the longest continuous serving member of the committee, who had retired. Bert was fondly remembered as an important member of the team from the years when we printed the magazine here in the village hall, and his continued service down the years; only a few months later we were mourning his passing. His distribution role been continued without interruption by Dot and Kathy.

BANK ACCOUNTS – With the new arrangements, the HSBC Charitable banking account being almost entirely online, together with the readiness of our debtors to conduct business by email and BACS, the Treasurer's job has migrated to me as the simplest way of proceeding. The change at the bank was a long and painful process but now works well, except for the impact of the £60 a year fee, plus extra charges for cheques in and out. The accounts were audited by an independent member of the community and found to be in good order.

PRINTING – As expected in the current climate, in November 2021 we were hit by a massive 17.5% increase in the monthly printing costs. This was negotiated down to 7.5%.

ADVERTISING – Anticipating a rise in printing costs, an increase in advertising subscriptions was agreed at the annual meeting. The first increase in the memory of members present! We were not aware of HSBC's plans for us at the time, and in keeping with our aim to support local businesses, the increase was held around 6%. However, with the addition of some very generous donations, including £50 from the village hall committee, we are hoping to break even this year. New advertisers continue to apply for space, but it is agreed that the number of pages cannot increase further, (the bags are heavy enough!) so there is a waiting list. The balance between ads and other items continues to be maintained – readers tell me they read the magazine from cover to cover and enjoy the variety of subjects. Advertisers report an almost instant increase in their business from the first month.

HOUSE TO HOUSE DELIVERY: There is always someone in the village willing to take up any vacant route, there is a list of reserves for holidays/sickness. It is such a pleasure to organise all our volunteers.

WEBSITE: The presence of a simple website is important for those contributors and advertisers outside the delivery area, and of course for friends, family, and ex-pats everywhere. It is important to have an online presence so that we are found by people searching on Google for Shropshire village magazines. This is the source of much of the information included in the magazine from the NHS, West Mercia Police, Shropshire Healthwatch, and other organisations, as well as potential advertisers, many of whom approach through the website.

CONCLUSION: It has been successful year for the magazine. The village organisations are all cognisant of the fact that I am a willing volunteer with health issues - though no magazine has been delayed by even one day! They show their appreciation and cooperation by submitting their input in good time, thus avoiding stress on deadline day and ensuring the deliverers (who are often the same people) get a reasonable amount of time to meet their commitment to get the magazines through the doors by 1st of each month, West Felton goodwill and cooperation at its best. Many, many thanks to all concerned.

Colleen Hughes, Editor/Admin.