

ROUND AND ABOUT WEST FELTON MAGAZINE

Report to the Annual Parish Council, April 2025

Colleen Hughes Editor/Administrator

The accounts were audited in January and our Annual Meeting was held in February 2025.

PERSONNEL - After so many years of taking responsibility for the magazine accounts and deliveries, it was no surprise when Kate decided to resign. We are all very grateful for her hard work and Alan's. We wish them both a long and happy life without the fear of more 'interesting' interactions with HSBC! Lesley has also retired after many years as a local deliverer and as Secretary during Pat's term in the editor's chair. We are really grateful to Deryck and Maggie Lindsey for taking up the delivery job, carried out with cheerful goodwill. John and Eileen stand in at holiday times.

DELIVERERS - We very much appreciate the work of the deliverers, all 32 of them, some of whom have been treading the highways and lanes for years, and others who volunteered in the last few months. It is still a wonder to me how easy it is to find replacement deliverers when someone needs to retire. Grateful too to Priyank and colleagues in the shop who accommodate 20 magazines in their retail space. I am truly grateful for the goodwill and enthusiasm of the people of West Felton.

Dot and Kathy Bliss (and sometimes David) are still doing a sterling job dealing with the heavy boxes of magazines, reducing them to organised bundles for rapid distribution around the village and nearby hamlets. At the last count we are covering 765 households! And any extras go to people in Whittington, Ruyton, and Oswestry who are very pleased to get a free, good read. This of course, widens the scope for our advertisers as well.

PRINTING - Our long-time printing firm increased their price twice in 2024, leaving us in deficit overall. We regularly sought quotes from local printers and this year we found a Shrewsbury firm that is able to meet our requirements, ie. a lower price and a shorter turnaround. This will be beneficial to the community as the various organisations holding meetings through the month are often under pressure to meet the 10th of the month deadline. A trial order of the March issue was deemed satisfactory, with many noticing the improved quality, of printing, paper and general presentation. The turnaround was also satisfactory, so we have committed to the Shrewsbury firm going forward.

ADVERTISING - In 2024 we lost a number of advertisers and worked hard to replace them but still failed to cover the cost of printing. We didn't increase the advertising charges in 2024, that was a mistake. This year we increased just enough to cover outgoings, in the hope of breaking even in 2025.

ACCOUNTS - The accounts are audited every year and found to be satisfactory. As mentioned, we did not break even, we had a £77.13 shortfall. The outgoings are minimal, there was a new charge relating to the website, bank fees, and increased cost of consumables. All the rest is borne by members of the committee without claim.

DONATIONS - We are extremely grateful to those generous readers who give donations and help to keep the magazine in production.

CONCLUSION - The climate has changed lately with fewer small, local traders wanting to advertise. Enquiries now come through the website, from Shrewsbury, etc. We are also getting much more community information from our local Police Force, Healthwatch, local government etc.

Whilst it has been a bit of a struggle financially, otherwise I feel we have had a successful year. Many people express their enjoyment and admiration for the magazine, and we have had several unexpected successes. All in all, I think we are still a great community asset.

Colleen Hughes, April 2025

Balance sheet attached.

1 January to 31 December 2024		
Income	Advertising	£4,025.00
	Donations	£232.26
	Bank Interest	£77.60
	Total	£4,334.86
Expenditure	Printing	-£4,220.00
	Web site	-£23.92
	Expenses claimed	-£105.67
	Bank fees	-£662.40
	Total	-£4,411.99
	Income over Expenditure	-£77.13
	Petty cash c/f	0