

THE OLD MAIL

2021 Annual Report from our Treasurer

For the year to 30 June 2020 *The Old Mail* made a loss of £2535.

When I wrote last year's report at the beginning of March 2020, we were all becoming aware of the threat of the pandemic. But nobody then anticipated that most of the next twelve months would be spent in lockdown, with the drastic impact that it has had on local businesses and trades. Not surprisingly our income from advertising has fallen sharply as hospitality and retail businesses closed their doors.

The last completed accounts for *The Old Mail* are for the year to 30 June 2020 and include the first three months of the lockdown. Income from advertisers fell by more than 40% and that decline has continued through the current accounting period. With four issues remaining in this financial year our advertising income is down by 50%.

In January *The Old Mail* committee decided to launch an appeal for donations from our readers and supporters to help cover the deficit. The response from all three villages has been truly fantastic and ensures we can keep going until better times return! And the support given isn't only in the form of money. We have also received lots of encouragement and thanks for *The Old Mail*, demonstrating that people really appreciate the magazine and want us to keep it going.

As a result of your generosity, and the support of the three Parish Councils, village organisations and our advertisers, we forecast that at the end of the current accounting period, 30 June 2021, we will show a deficit of around £1000. This is very much smaller than would have been the case without such a wonderful response to our appeal. On behalf of all of the team who produce *The Old Mail*, I would like to say thank you to all of you who have given so generously.

We always welcome ideas and inputs from readers, advertisers and sponsors for ways in which we can improve *The Old Mail* and increase revenues. Please contact me or any of the team (contact details are in the centre pages of each issue) if you think you can help.

The Old Mail is a not-for-profit organisation and the team is striving to get back to a position where we can break even year on year. We continue to make every effort to attract new businesses to advertise and to manage our costs, and like everyone else we live in hope that business and the economy will recover quickly once lockdown comes to an end.

Simon Norris

Treasurer, *The Old Mail*

March 2021