

THE OLD MAIL Treasurer's Annual Report 2022

When I wrote last year's report at the beginning of March 2021, still in the grip of the COVID pandemic, I anticipated that the year to 30 June 2021 accounts would show a loss of about £1000. This was a much smaller deficit than would have been the case without the very generous response to our appeal for donations earlier in the year. However, I am delighted to report that ultimately *The Old Mail* achieved a small surplus of £264 at the year end.

This better-than-expected outcome happened for two reasons. First, the flow of donations from individuals and organisations continued, and second, there was a small recovery in the number of businesses placing advertisements in the magazine. Income from the sale of advertising increased by just over 10% on the previous COVID-hit year, while printing costs remained at about the same level.

As a not-for-profit organization *The Old Mail* aims to break even, or thereabouts, each year. Thanks to the generosity and support of our readers, the three Parish Councils, village organisations and our advertisers, we managed to do that for the year to 30 June 2021. But the current year brings yet more challenges for local businesses and therefore for us too. With four issues to go this year, advertising revenue has been a little slow and we are very dependent on some of our regular advertisers renewing their subscriptions as they fall due. Even so, we will not break even this year, with a loss of more than £1000 anticipated, so donations are always welcome.

It is quite some time since we last increased our prices for advertisers (2010) and it is inevitable that, with increasing costs, we must do so this year. All of us are facing higher bills, whether household or business, and the cost of printing *The Old Mail* is no exception. We are working with NBR Printing Ltd on various ways to keep our printing costs down and as ever, we are very grateful to NBR for their support. We aim to keep any increases to a modest level in an effort to get back to that break-even point, and will announce in our May issue that full-page adverts will increase from £35 to £38 per issue and half-page adverts will increase from £21 to £22. Quarter-page adverts will remain at £12.

We receive a good deal of feedback that shows that *The Old Mail* is valued around the three villages and 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.

Simon Norris
Treasurer, The Old Mail
March 2021