

## THE OLD MAIL Treasurer's Annual Report April 2023

The last financial year to 30 June 2022 turned out to be the most difficult yet for *The Old Mail*. While the team of volunteers from the three villages produced ten issues of the magazine and delivered to each household, costs of production rose by more than 10% with income remaining static. The donations received from readers and contributors were very much appreciated but of course they didn't match the previous year when we made a special plea for funds. As a result the loss for the year came out at £2,900.

As a not-for-profit organization *The Old Mail* aims to break even, or thereabouts, each year. We are grateful for the generosity and support of our readers, the three Parish Councils, village organisations, our advertisers and NBR Printing Ltd, but clearly we still have a large gap to fill. The team has worked hard to find more advertisers this year and to find savings on our printing costs. These efforts have yielded some success with income up by 7% and expenses down by 5%. But we are still running at a substantial loss which is forecast to be around £2,000 at 30 June 2023. And even that is dependent on some advertisers who pay annually, renewing their subscriptions as they fall due in the next couple of months. It is therefore still important to keep those donations coming in please.

This year, in an effort to widen both our readership and the appeal of the magazine to new advertisers, we are investigating how we can improve our capability to provide online access. Initially we are looking at ways to facilitate and encourage greater access to the existing online version of the magazine where content can be viewed in colour. Beyond that we would like to explore how a dedicated website could enhance our visibility and availability alongside the production of the magazine in print. We appreciate that there continues to be a need for hard copy and have no plans in the short or medium term to abandon it. At present, we do not have members of the team with either the time or the expertise to develop and maintain a dedicated website. We would be interested to hear from anyone with expertise of this kind who could join the team and help with developments that would improve our accessibility.

This year has seen changes on The Old Mail team, we are sorry to see the leaving of Sam McCarthy, ably assisted by his wife Helen, and Wendy Page who was assisted by Polly Bratton, but we welcome Jeff Haigh and Trevor and Liz McCarthy-White as editors for Yardley Gobion and Cosgrove respectively. As we are about to reach the milestone of 40 years of The Old Mail, we can reflect on the changes in production that have occurred during that time and we can expect further changes to occur in the years to come. In whatever form *The Old Mail* appears, we aim for it to continue to serve the residents of our three villages.

Simon Norris  
Treasurer  
28 March 2023