THE OLD MAIL
Treasurer's Annual Report 2024

The last financial report from *The Old Mail* was to April 2023. This year we have pushed back the timing of the report so that it covers the full financial year to 30 June 2024, when the latest accounts for that period are available.

The accounts reveal a deficit of £1150 for the year. This compares with losses of over £2000 for 2023 and nearly £3000 for 2022. This trend shows that *The Old Mail* continues to recover from the effects of the Covid years as confidence returns to businesses in the area.

Behind the headline figures, advertising income, boosted by marginally raised charges, has increased by nearly 7% and is now back to pre-pandemic levels. Costs have been held at the same level as the previous year and we are indebted to our printers, NBR Print, for their help and support in keeping costs down.

As a not-for-profit organization *The Old Mail* aims to break even each year. As the accounts show, we are not there yet but we are making progress and we are extremely grateful for the generosity and support of the three Parish Councils and all of the organisations and individuals who make donations. We simply could not continue without your donations.

This year, in an effort to widen both our readership and the appeal of the magazine to new advertisers, we are working to improve online access to the magazine. We now have a Facebook page with a link to the online edition when it comes out each month. And we are developing a website to host the online version where content can be viewed in colour. While it is important to recognise the demand for online access in the modern world, we appreciate that there continues to be a need for hard copy and we will continue to produce and deliver The Old Mail to every household in the three villages.

In whatever form *The Old Mail* appears, we aim for it to continue to serve the residents of our three villages and we welcome feedback, ideas and help from our readers and supporters.

Simon Norris
Treasurer
September 2024