

THE OLD MAIL

Treasurer's Annual Report 2025

This report covers the whole of the financial year to 30 June 2025.

The accounts reveal a deficit of £212 for the year. This compares with losses of over £1100 for 2024, £2000 for 2023 and nearly £3000 for 2022. This trend shows that *The Old Mail* has continued to recover from the effects of the Covid years as confidence returns to businesses in the area. It is also a reflection of the hard work and effort put in by our advertising administrator, Peter Webb.

During the year we launched *The Old Mail* website. Setting up costs were £223 and excluding these one-off expenses we achieved a very satisfactory break-even result for the year. We are grateful to Jessica Silvester-Yeo for her help in designing and launching the website and her ongoing technical support as we seek to further develop it. So far the site has seen steady traffic but we want to increase this so that potential advertisers can see extra value for their advertising copy.

Behind the headline accounts figures, sales have increased by 6% and are now back to pre-pandemic levels. Printing costs have reduced by 5% and we are indebted to our printers, NBR Printing Ltd, for their continuing 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 have achieved that this year and this is partly due to an increase in donations of more than 10%. 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 their support.

Now that our new website is live, providing access to current issues and an archive of previous ones, we want to widen both our readership and the appeal of the magazine to new advertisers. We know that many people now want their media online, but we also understand that there continues to be a demand for the paper version, delivered free to every household in the three villages, and we will continue to produce and deliver *The Old Mail* in this format.

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. We also need volunteers to help with marketing the advertising space and developing the website and social media platforms. If you have a few hours a month that you can spare and are interested in joining the team please get in touch with Peter Webb or your village editor. Their contact details are on the centre right page of this magazine.

Simon Norris
Treasurer
September 2025