

Willingham News

Report for Annual Parish Meeting - May 2024

For the last year, we are pleased to have produced and delivered *Willingham News* every month to all households in the village. As ever, the magazine is also available in colour at www.willinghamlife.org.

Enormous thanks go to our outgoing Advertising Coordinator, Nigel Ayling, and Distribution Coordinator, Dean Cullum. In April, we were pleased to welcome Teresa Weston as interim Advertising Coordinator in place of Nigel until we find a more permanent replacement. We were also pleased to welcome David Young as Distribution Coordinator to replace Dean. Nigel has provided Teresa with a full briefing and David has shadowed Dean's latest month-end packaging operation so we envisage a smooth transition in both cases. Thanks must also go to the team of deliverers for ensuring the magazine arrives in each household and for their willingness to go above and beyond their normal duties when the need has arisen.

The team of Editors is at full strength with John Lawrence the latest recruit, who replaced Wendy Law last year. John has also taken on the role of Company Secretary from Wendy.

The Directors of Willingham News Ltd continue to be Jane Miller, Jane Dowle and Val McKee.

Financial Position

Advertising revenue for 2023 fell slightly (by £848) from 2022 despite a small increase in rates in line with inflation.

As the village continues to grow the number of hard copies produced and distributed has met demand. Latest figures:

- March 2022 2,015
- April 2024 2,050

The whole team at *Willingham News* is made up of volunteers. The magazine is non-profit making with the publishing costs being largely covered by advertising revenue which, as explained above, has decreased. *Willingham News* is an important part of village life, as confirmed by the Village Survey, and we need to maintain the quality and size while catering for an increasing circulation.

The team is grateful to the Parish Council who kindly underwrites any annual losses, provided these do not exceed £5,000, and this year we would like to request Parish Council support in order to meet the shortfall of £2,816.