

Fynn-Lark News Report 2016

We have just published the 10th issue of the *Fynn-Lark News*, a revamped version of the former *Benefice Magazine*. Following extended discussions in the first half of 2016 we are now a secular Magazine with church input, rather than a church-led magazine with secular input. A year ago we had insufficient funds to see us through to the end of the publishing year. We were approaching crisis point. We now have sufficient funds to see us through to the end of this year and beyond. We can also occasionally publish additional pages beyond the standard 28 without fear of bankruptcy. We have an independent account with the Yorkshire Building Society, with a healthy balance of approximately £1500. This is due to the support coming from over 40 residents, who have supported us with donations or beginning-of-the-year Standing Orders, plus income from advertising and parish councils, whose support we gratefully acknowledge.

We are still with the same printers, having sought other estimates for the sake of comparison – and have the added benefit that the Magazines are now delivered to our distribution organiser in Little Bealings, rather than collected from the other side of Ipswich. A worthwhile negotiation. We now have a significant number of colour pages, an initiative which has been broadly welcomed. The range of colour photographs contributed and published has been an attractive addition. Content was previously almost exclusively contributor-led. We are now more pro-active, and get out into the community seeking editorials from a range of sources, including two religiously weighted editorials at Christmas and Easter, as well as profiles of local people, items of local historical interest, nature notes, and reviews. We would welcome more spontaneous offerings under these headings.

We are less desperately dependent on advertising than we were – which is a relief, as it is a challenge not only to find regular advertisers, but also to get some of them to pay up on time. Some are thoroughly supportive, others a little more reluctant. We can still benefit from increased advertising, so any help is welcomed.

There are occasional hiccups, as material fails to find its cyberpathway through to editors, but in general – and we stand to be corrected – the impression of the editorial and production team is that the revamped Mag has been well received, and that more people find it a more worthwhile read. Its appearance and lay-out is very largely thanks to the wonderful efforts of our designer, Tim Llewellyn, to whom we owe massive thanks. In a heavy month he has reckoned that the designing takes up to five working days. Our team is small – compare our numbers to those of the large editorial team that produces the (quarterly) Grundisburgh News. We would greatly welcome help, as sub-editors, trainee designers etc. Maybe this is the inevitable consequence of the increasing success of the new Magazine. Not a bad problem to have, but one that needs addressing. We must ensure that the healthy financial position is not something that is taken for granted, but something that we have to work for, year on year.

We thank all those who support us in so many ways, as financial contributors, readers, contributors to content, editors, distributors, photographers and those who give us positive feed-back. Their support is our motivation.

Norman Porter. Co-ordinating Editor. May 2017

Addendum – finance

Please note: We (Tim Llewellyn, Peter Carr, Norman Porter) schedule a meeting for November of each year. This gives us an opportunity to assess the state of finances and to budget for the following year.

In November 2106 it was difficult to have a clear set of figures as it had been a transitional year, moving from an account which was incorporated with the Benefice Account, to an independent account with the Yorkshire Building Society. The residual balance (which did not amount to much!) was the basis for the opening of the YBS account.

For the full year 2017 we now have a clear picture of where we stand with income and outgoings. The only outgoings are monthly payments to the printers, which, depending of the number of pages of any issue, can vary from around £180 to c£160.

Income consists exclusively of:

1/ Income from advertising.

2/ Income from individuals: standing orders and donations (around 40).

3/ Parish Councils and PCC contributions.

We need a guaranteed annual income of just over £2000 to be viable. This equates to costs of around £70 per page per annum. We currently have around 8 pages of advertising out of a total of 28-40 pages per issue – so we could carry more adverts if they were forthcoming.

We will be able to publish a full set of figures in December, at the end of the current year.