

## **Benefice Magazine 2010**

This has been the third year that we have accepted advertising as a means of providing the Magazine free to every household in the Benefice. We also enjoy the financial support of the Parish Councils, who rely on the Magazine as their major means of communication across the villages. Despite the challenging economic circumstances and pressure on advertising budgets, we have managed to sustain reasonable levels of income, but it has to be reported that we were left with a shortfall of just over £300. Advertising income was just short of £900. Parish Councils contributed £400, making total income of around £1300. Expenditure amounted to £1637, hence the gap. This is sustainable over the short term if we dip into our modest reserves, but remedies must be found in the longer term.

The advertising has been slightly less stable this year, with some new advertisers coming in during the course of the year, and one or two advertisements having to be withdrawn because of non-payment. On the whole, we rely on personal contacts and goodwill for sustaining this stream of income. We are very grateful to all those who support us, and hope that readers will mention the Magazine whenever they avail themselves of advertised services.

We also much appreciate having 13 people outside the Benefice who still like to receive the Magazine as a means of maintaining links with our villages. It is delivered by post, but higher postal charges mean that we shall probably have to charge more for these postal subscriptions. The Magazine itself remains free.

The early signs for 2011 are fair. We have received payment from significant numbers of those wishing to renew their adverts, but, if we are to bridge the shortfall, we need more advertising income. Do please help to push new business in our direction. We would, of course, be very grateful for any donations from individuals or groups which have particular cause to be appreciative of what our Magazine offers.

The Magazine continues to be accessible on line, and this enables us to keep in touch with people who have moved away from our villages. In addition to this the Bealings/Playford email news service is now working effectively, thanks to the efforts of Phil Holmes. This provides up-to-the minute news to all who wish to use the service.

As ever our thanks are due to Tim Llewellyn, our Designer, for his efficient and ever-reliable production of the Magazine. Likewise to all those who loyally help with its distribution.

We must close this report by paying the warmest of tributes to Geoff Bills, who has given up the editorship of the Magazine after many years of loyal, dedicated and efficient service. Geoff successfully negotiated the challenges of digitising the operation and has left the Magazine in a state which provides a fine foundation for his team of successors.

Norman Porter. Advertising co-ordinator