

Fynn-Lark News. Summary of 2021

A modified version of this appeared in our February issue.

1/ We finished the year £1371 in credit - not quite enough to ensure that we have the funds to cover the whole of next year, but certainly enough, with donations and advertising income still to come, to approach 2022 with confidence. (Ideally I would like to have sufficient funds to meet the costs of a whole year and to know that a year's issues are guaranteed - but this current figure, compared with recent years, is great!)

2/ The same team is still in place, but we do need an additional sub-editor – collating material, and handing over to the designer. Advertising brought in 4 offers to help with Distribution, so that is encouraging. One person has been signed up to fill the gap left by the departure of Wendy Wilson.

3/ The year seems to have been free of controversies. Comments have been favourable. It was good to have a significant contribution from Bealings School for the December issue. Content has generally met with approval. We have consistently had issues of around 40 pages - and met the additional cost. Comments as to possible changes are always welcome.

4/ We remain grateful to Parish Councils for significant financial contributions. Particular mention should be made of Grundisburgh/Culpho who continue to support us, despite Culpho's affiliation to Grundisburgh.

5/ The designing skills and commitment of Tim Llewellyn, still working on our behalf, despite living out on the peninsula, and the efficiency of the distribution skills of Peter and Vicky Carr are central to the success of our operation. Thank you. We do also occasionally use the network to deliver other communications, and that is appreciated too.

6/ Our advertisers – and we do have a considerable number of them - have been very loyal. Their support is essential to a positive financial outcome. Readers have clearly responded to these adverts. Many of them have a very local feel – and reach. I try to keep our links with them personal as well as commercial.

7/ As editor of this Magazine, and also churchwarden of St Mary's, with our new links with Woodbridge, I do have occasional issues of double (I won't say conflicting) loyalties I do have occasional dilemmas to deal with, but over-all, particularly given the wonderful support from across our parishes, I'll keep going as editor as long as I can, and as long as that support continues.

8/ In summary, the period of Covid seems to have made many people more aware of the good fortune we have of living in the Fynn-Lark Valleys. Our Magazine, through its name, has come to define that geographical area, and identifies strongly with it.

Norman Porter
(Editor)