

Fynn-Lark News 2023 Annual Report

In 2008 income from advertising and Parish Council payments amounted to **£1436**.

By 2022, 14 years later, there have been significant changes:

The Magazine has grown in size - often exceeding 40 pages a month.

Colour pages have been introduced

Content has evolved significantly

Costs have increased by a factor of 2 ½. Income has had to increase in proportion to that.

Printing and distribution costs for 10 issues amounted to £3423

Income was approximately £3100 – sources being: Standing orders, advertising, parish councils, including £50 from Grundisburgh pp Culpho, and one or two very generous, anonymous donations. Over-all a loss of around £300

By the end of the year we were down to approx. £500 in our account, hence the recent concern, and our appeal for extra funds, as we knew that costs for the coming year would be around £3600. So we embarked on the year knowing that we needed money from standing orders, full advertising revenues, the usual PC contributions, and additional donations if we were to make it through to the end of 2023. In an ideal world we would have enough in the account to start the year knowing that we had the funds to get through to the end of the year. In present circumstances we are flying by the seat of our pants.

Happily the pants are quite sturdy. I can report that we have had a good response to the appeal flier and that we should now be set to see the year through. The generosity of those additional donations, and accompanying messages, have been motivation in themselves, and evidence that some people, at least, think the Mag is doing a worthwhile job, in helping to keep our communities together and informed about what is going on.

The present team has been in place for some considerable time, and I would like to pay particular tribute to Jane Hartley, sub-editor for many years, Tim Llewellyn, our designer with the patience of Job, living out-of-patch in Chillesford, with a fine skill set, who has been doing the job for longer than I can remember; also to Peter and Vicki Carr who deal so cheerfully with all the

logistics of distribution. I would also like to say a warm thank you to our team of distributors, across the four villages, to our proof-readers, Alison Baker and Marian Hedgley, and to our printers PFP Ltd, whose reliability has been exemplary, and prices stable.

Norman Porter. Editor February 2023.