

Fynn-Lark News - Report for 2024

Judging by the number of pages each month, we continue to thrive. There is no shortage of content. The down-side of having extra pages per month is the extra cost, which is significant. Our standard size was initially around 28 pages, with a small number in colour. Now we are regularly over 40 pages, with a greater proportion of colour, including some guaranteed colour adverts, which do attract advertisers, at a premium. Comments received suggest that we continue to compare well with similar publications. There is no shortage of material, no shortage of news, no shortage of advertisements, no shortage of events being promoted for our villages. All good signs of an active community. The community comes together to produce this Magazine, and the publication helps to give our local area something of its own identity.

In budgetary terms though, we continue to live on a knife-edge. The Magazine is now a £4000 pa operation. We are entirely dependent on the support of individuals, advertisers, Parish Councils and village organisations. We thank them all. An end-of-year balance of £724 sounds healthy enough, but, in reality, it only covers us for the first two issues of the new year. So the fund-raising, to reach that £4000 figure, has to start all over again.

We are hopeful that 2025 will again see us remaining afloat, but we do have emergency plans in mind (slightly fewer issues, or a more rigorous page count) should there be signs of sinking. We remain hopeful that that is a scenario which can be avoided. The take-up of advertising is particularly encouraging. We have around 30 advertisers, many of them local, and very loyal. It seems that local advertising for local people by local businesses does work. We are also indebted to a significant number of individuals who support us with significant standing orders and donations.

As ever, we are dependent on a large team of helpers: the editorial team, collectors, distributors. All volunteers. All representative of a healthy, supportive community. Without them, we would collapse. We have moved seamlessly to a new printer – Keith Alvis – who has taken over the previous operation run by Jason from Chattisham. The printing costs are our only costs.

I again pay tribute to the indispensable Tim Llewellyn, inexhaustibly patient and good-humoured, not only putting it all together, but also, by his designing skills, enhancing the material he is given. Also indispensable are Peter and Vicki Carr who do a wonderful job organising the whole complex distribution process. I pay tribute to all who play a part in making sure that, in this digital day and age, we, as a community, can still produce a printed magazine which readers appear to value.

Norman Porter. Editor. January 2025.

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