



Atworth Village Magazine

8 Clock Tower View

Atworth

Wiltshire SN12 8LJ

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Report on the Atworth Village Magazine: April 2010

This report covers our financial and publishing year from 1st September 2008 to 31st August 2009.

A. Magazine

Distribution Person Julia Kirwan had looked after the distribution of the Magazine to the delivery team each month since we took over the magazine back in 2006 until July 2009. However, in 2009 Julia went back to work full-time and found it difficult to carry on with the magazine work. However, I was delighted to get a call from Don Coote, who kindly volunteered to take over from Julia, and Don is now thoroughly ensconced in his rôle! Don has also done a review of our circulation, and we have managed to get the numbers down from 601, to 585, saving a little of our funds spent on printing each month.

Young Persons' Correspondent In an editorial in January 2009 I put out a message that we would welcome a regular contribution from a young person in Atworth who would be our Young Persons' Correspondent. Jasmine Caine was the first to reply, and so she took on that rôle and produced her first column in March 2009. I think that it is a real extension to the readership of the magazine and I am very grateful to Jazz for her contributions.

A.1 Articles and Contributions

Issues of the magazine have once again been produced every month, all of 28 pages.

The magazine really is highly popular with local advertisers and continues to receive a wealth of articles and contributions from local organisations and individuals. Without our contributors and advertisers we would have no magazine to produce, so I do thank all of our contributors who help make the magazine a success, and we hope, a good read!

In such a popular magazine it can be difficult to find space for everything. I am reluctant to take the magazine beyond 28 pages, which means that it becomes important to get all copy, both advertising and editorial, to me as early as possible, and before the copy deadline of 12th to be sure of inclusion. I am planning a series of colour covers once again this Summer - I still need some images, preferably drawings or paintings made around the village. Please contact me if you would like to volunteer one of your own paintings.

A.2 Advertising and income

The magazine continues to be funded 95% from advertising. We also had four donations this year, including the Autumn Show, The Parochial Church Council of Atworth, and Atworth Parish Council. In the year to August 31st 2009, advertising and subscriptions generated £3,622.47, giving a surplus of £877.34 in the year.

We currently have £2,500+ in our bank accounts, and the magazine is therefore currently secure.

A.3 Expenditure

As expected, our main expense is printing, and in the year to August 31st 2008 we paid £2,649.00 to Avon Printing Services in Melksham.

Team expenses of well under £100.00 were claimed in the period reported.

Kenneth Spencer, Editor

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Atworth Village Website

8 Clock Tower View

Atworth

Wiltshire SN12 8LJ

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Telephone: 0843 289 9728 Facsimile: 0870 706 2590

Report on the Atworth Village Website: April 2009 - March 2010

The Atworth Village website at <http://www.atworth.org.uk> is operated, managed and paid for by KA Spencer (Software) as a service to the village. The site costs about £150 per annum to run, but a small income from local advertising helps offset the costs of the website.

A. Content

The website remains very active, and in 2009 we updated the page of Information for New Residents. As well as having nineteen local and other businesses on the site, about twelve local clubs, associations, organisations, churches and schools take advantage of the facility, and have sent in information for their pages. Local organisations and societies are not charged for an entry on the site. Our Events Diary information and Atworth Parish Council pages from the village site are linked to the Wiltshire Community Web. Also, not everyone knows that you can usually download and read the latest Atworth Magazine several days before the printed copy drops through your door. Please can we take this opportunity to ask all organisations to keep us informed of changes.

B. Usage

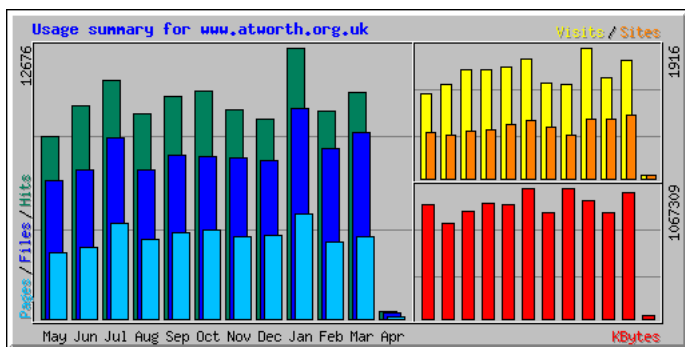
However, over the **year** April 2009 to March 2010 we received approximately 120,000 hits, corresponding to about 46,000 page impressions, made during about 20,000 site visits. Maximum **daily** averages were in January 2010, with 408 hits, 157 page impressions and 61 visits.

(NB: Detailed usage data for the single month of April 2009 is not available)

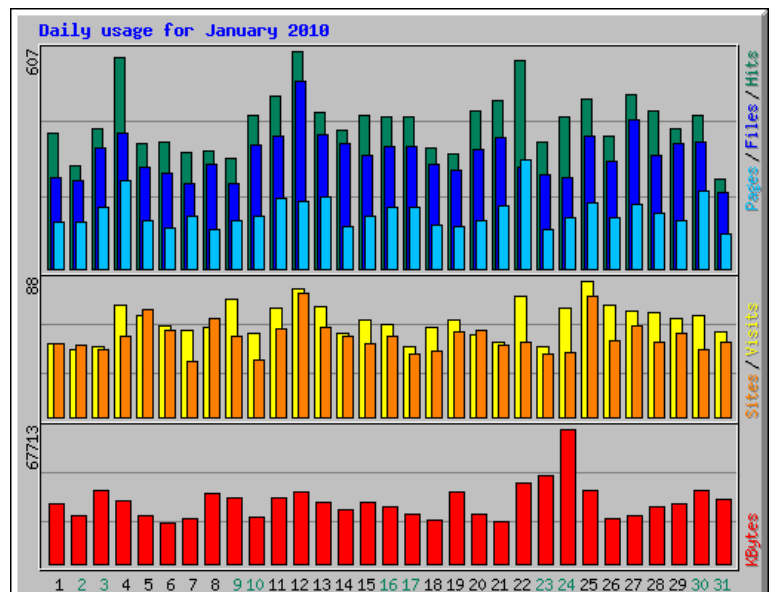
The most popular search terms were "Atworth", "Atworth Wiltshire", "Atworth Village Hall", "Atworth Montessori" and "Atworth Pre-school".

The most popular download was "*churtyardmemorials.pdf*".

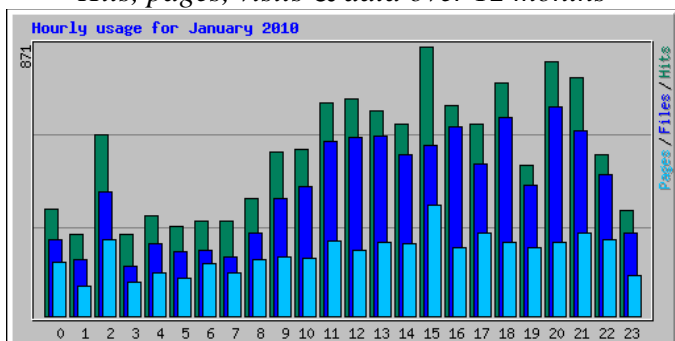
During the day, the **hourly** activity is greatest in the morning, early afternoon and late evening. The graphs below illustrate the usage for the period.



Hits, pages, visits & data over 12 months



Hits, pages, visits & data in January 2010



Usage over 24 hours, January 2010

Kenneth Spencer

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Income and Expenditure Report

1st September 2008 - 31st August 2009

Sales and Income	Receipts	VAT	Subtotal	Value
Income - donations	£ 255.00	0.00	255.00	
Not individually listed	£ 5.00	0.00	5.00	
Sales - advertising, magazine	£ 3,212.00	0.00	3,212.00	
Sales - discount	£ 4.00	0.00	4.00	
Sales - subscriptions	£ 146.47	0.00	146.47	
Sub total	£ 3,622.47	0.00		3,622.47

Less - Costs and	Outgoings	VAT	Subtotal	Value
Cost - communications/post	£ 1.82	0.28	2.10	
Expense - materials	£ 3.73	0.65	4.38	
Expense - miscellaneous	£ 0.75	0.13	0.88	
Expense - postage	£ 49.33	0.00	49.33	
Expense - production	£ 2,649.00	0.00	2,649.00	
Sub total	£ 2,704.63	1.06		2,705.69

- Purchases, Expenditure	Expenditure	VAT	Subtotal	Value
Purchases - consumables	£ 36.31	2.73	39.04	
Sub total	£ 36.31	2.73		39.04

Excess of Income over Expenditure:

£ **877.74**