



Atworth Village Magazine

8 Clock Tower View

Atworth

Wiltshire SN12 8LJ

Email: magazine@atworth.org.uk

Telephone: 0843 289 9728 Facsimile: 0870 706 2590

Report of the Atworth Village Magazine: April 2011

This report covers our financial and publishing year from 1st September 2009 to 31st August 2010.

Our core team, Kenneth Spencer as Editor, Jim Marsden carrying out the invoicing finance functions and Don Coote looking after the Distribution has had no changes for practically two years. I would like to thank the team, and our 17 deliverers for their support during the year.

Occasionally we ask our deliverers to deliver more than the magazine: for example to circulate parish questionnaires or parish plan copies. To show our appreciation we gave each deliverer a small Christmas present in the form of a cheque for £10.00 - this was accepted by all but one deliverer.

Articles and Contributions

Once again issues of the magazine have been produced each month, some of 32 pages but most of 28. Advertisers continue to seek space in somewhat greater quantity than we have available, but the consequence of this popularity is that the magazine continues to be financially secure.

Articles and contributions from local organisations and individuals also exceed our space - if as a result you are ever the victim on an editorial blue pencil, I assure you that my prime motive is to fit everything in! 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! The magazine increasingly becomes full before the copy deadline of 12th of the month so if you'd like to go onto my email reminder list, please let me know, preferably by email.

I intend to produce **colour covers** for the rest of this year, so if your organisation has a colour advertisement for the inside front or inside rear cover, let me know and we'll take your booking.

I am also still in need **colour cover pictures**, preferably drawings or paintings made around the village. Please contact me if you would like to volunteer one of your own paintings or photographs.

Advertising and income

The magazine continues to be funded 95% from advertising. Our most expensive issue was September 2010 which cost £377 to produce - that issue had a colour cover and colour centre fold. We also had four donations in this year, including the Autumn Show, The Parochial Church Council of Atworth, and Atworth Parish Council.

In the year to August 31st 2010, advertising and subscriptions generated £4,100, more than any year previously, giving a surplus of £1,200 in the year. Some of this will fund more colour covers.

We currently have £3,000+ in our bank accounts, and the magazine is therefore currently secure.

Expenditure

As expected, our main expense is printing, and in the year to August 31st 2010 we paid £2,734 to Avon Printing Services in Melksham.

Team expenses, for paper, envelopes and postage of about £150 were claimed in the period reported.

Young Persons' Correspondent

In March 2009 we welcomed Jasmine 'Jazz' Caaney as our Young Persons' Correspondent.

Jasmine is planning on attending University for a career in journalism from later on this year, and so we will be losing her services. I wanted to take this opportunity to thank her for her contributions, and to present her with a small token of appreciation.

Kenneth Spencer, Editor

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Editor: Kenneth Spencer, 8 Clock Tower View, Atworth, SN12 8LJ.

Invoicing: Jim Marsden, 22 Godwins Close, Atworth, SN12 8LD.

Distribution: Don Coote, 1 Greenland Close, Atworth, SN12 8H.

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Atworth Village Website

8 Clock Tower View

Atworth

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Telephone: 0843 289 9728 Facsimile: 0870 706 2590

Report on the Atworth Village Website: April 2010 - March 2011

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 to slightly offset the costs of the website.

A. Content

In December 2010 we updated the page of Information for New Residents. There are 24 local and other businesses on the site, and 12 local clubs, associations, organisations, churches and schools have an information panel or a full page - local organisations are not charged for an entry on the site. Do please keep us informed of changes. Our Events Diary and Atworth Parish Council pages are linked to the Wiltshire Community Web.

During 2010 we added a page relating to Wiltshire Council notifications and events updated monthly. At the beginning of 2011, Joan Coccozza decided that she would be unable to continue offering her family history contact service via the website. Therefore we have implemented a messaging system "Old Friends & Family". We hope that residents will look at this page regularly and help answer the questions from website visitors with questions about friends or family.

Remember that you can download and read the latest Atworth Magazine several days before the printed copy drops through your door.

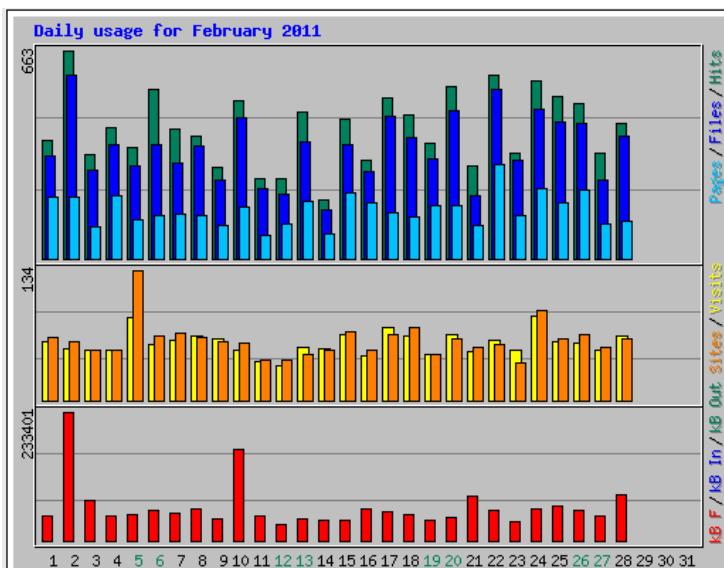
B. Usage

The website is very active - over the **year** April 2010 to March 2011 we received 126,600 hits, corresponding to about 46,000 page impressions, made during about 20,000 site visits. Maximum **daily** averages were in February 2011, with 415 hits, 157 page impressions and 58 visits.

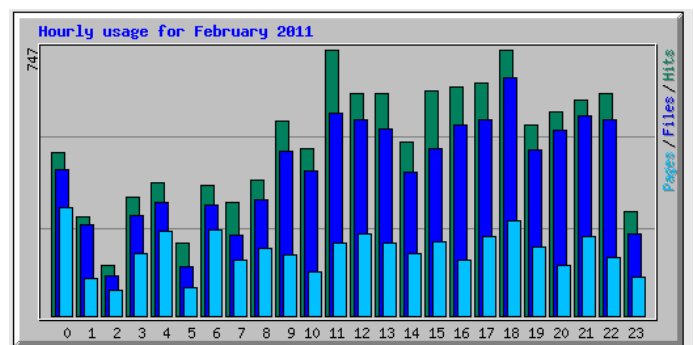
The most popular search terms were "Atworth", "Atworth Wiltshire", "Atworth village hall".

The most popular download was once again "churchyardmemorials.pdf" with the July 2010

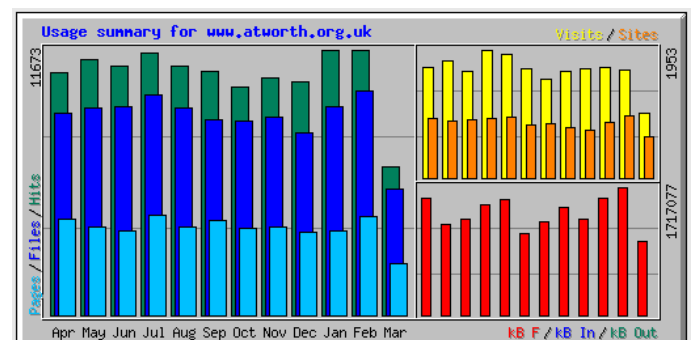
magazine second. During the day, the **hourly** activity is greatest in the morning, early afternoon and late evening. The graphs below illustrate the usage for the period.



Hits, pages, visits & data in February 2011



Usage over 24 hours, February 2011



Hits, pages, visits & data 12 months 2010-11

Kenneth Spencer, webmaster

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Income and Expenditure 1st September 2009 - 31st August 2010

Sales and Income	Receipts	VAT	Subtotal	Value
Income - donations	£ 295.00	0.00	295.00	
Not individually listed	£ 4.00	0.00	4.00	
Sales - advance payments	£ 8.50	0.00	8.50	
Sales - advertising, magazine	£ 3,639.50	0.00	3,639.50	
Sales - discount	£ (4.00)	0.00	(4.00)	
Sales - subscriptions	£ 211.43	0.00	211.43	
Sub	£ 4,154.43	0.00		4,154.43
Less Costs and	Outgoings	VAT	Subtotal	Value
Cost - communications/post	£ 5.43	0.81	6.25	
Expense - materials	£ 15.67	2.31	17.98	
Expense - postage	£ 97.48	0.00	97.48	
Expense - production	£ 2,734.00	0.00	2,734.00	
Sub	£ 2,852.58	3.13		2,855.71
Purchases, Expenditure,	Expenditure	VAT	Subtotal	Value
Purchases - consumables	£ 55.71	6.66	62.37	
Sub	£ 55.71	6.66		62.37

(Note: *Purchases - consumables* represents the team expenses.
These were incomplete during the period shown, as not all claims had been made.)

Excess of Income over Expenditure

£1,236.35