



# Atworth Village Magazine

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Atworth

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## **Report of the Atworth Village Magazine: April 2012**

This report covers the financial and publishing year from 1st September 2010 to 31st August 2011.

The editor, Kenneth Spencer enjoyed the assistance of Jim Mardsen as Invoicing Person and Don Coote for Distribution, to the end of 2011. Since then, Kenneth has been assisted by his wife Lynne. We also had a series of changes in the Deliverer list, and were pleased to welcome Raymond Merrett, Amanda & Kevin Stoneham, Fred Pooley, Alan Bagnall, Christine Price and Anne Diamond.

### **Articles and Contributions**

Once again issues of the magazine have been produced each month, most of 32 pages. The magazine continues to be very popular indeed with advertisers and is thereby continuing to be financially secure. Articles and contributions from local organisations and individuals also exceed our space - it is often very difficult 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.

We produced **colour covers** for almost all of last year, and were grateful to Stonar School for their booking of some the resultant colour advertising space.

As always I am in need of **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. We also had four donations in this year, totalling £70, from two individuals and from Atworth WI, and Atworth Parochial Church Council. There was no donation from the Parish Council in this period as the Editor no longer undertakes the voluntary rôle of providing Parish Council communications.

In the year to 31<sup>st</sup> August 2011, advertising, subscriptions and other sources generated £4,350, more than any previous year, giving a surplus of £959. Some of this will fund more colour covers.

We currently have £2,500+ in our bank account, and thus the magazine remains financially secure.

### **Expenditure**

As expected, our main expense is printing, and in the year to August 31<sup>st</sup> 2011 we paid £3,087 to Avon Printing Services in Melksham.

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

### **Young Persons' Correspondent**

Elena Rossi joined us as Young Persons' Correspondent in September 2011, replacing Jasmine Caine. We are all thoroughly enjoying Elena's contributions, especially her accounts of her travels!

### **Can you Edit and Publish a Magazine for Atworth?**

Producing the magazine is a time-consuming job, and as my predecessor said in 2006, takes over one's life. I will shortly complete six years of monthly magazine production. I am now hoping for a new Editor to take control of the magazine in the new financial year, that is, from September 2012. A detailed document containing all the details and advice necessary for a new editor is available on the Atworth Village website.

**Kenneth Spencer**, Editor

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Facsimile

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Website:

http://www.atworth.org.uk

## I n c o m e   a n d   E x p e n d i t u r e

Date From: 01/09/2010

Date To: 31/08/2011

<b>Sales and Income</b>		<b>Receipts</b>	<b>VAT</b>	<b>Subtotal</b>	<b>Value</b>
Income - donations	£	70.00	0.00	70.00	
Sales - advance payments	£	9.00	0.00	9.00	
Sales - advertising, magazine	£	4,108.50	0.00	5,708.50	
Sales - discount	£	10.00	0.00	10.00	
Sales - magazine, cash	£	33.08	0.00	33.08	
Sales - subscriptions	£	118.98	0.00	118.98	
Sub total	£	4,349.56	0.00		4,349.56
<b>Less Costs and</b>		<b>Outgoings</b>	<b>VAT</b>	<b>Subtotal</b>	<b>Value</b>
Cost - communications/post	£	5.60	1.09	6.69	
Expense - materials	£	13.06	2.29	15.34	
Expense - miscellaneous zero VAT	£	170.00	0.00	170.00	
Expense - postage	£	61.68	0.00	61.68	
Expense - production	£	3,087.00	0.00	3,087.00	
Sub total	£	3,337.34	3.38		3,340.71
<b>Purchases, Expenditure,</b>		<b>Expenditure</b>	<b>VAT</b>	<b>Subtotal</b>	<b>Value</b>
Purchases - consumables	£	31.87	4.65	36.52	
Purchases - miscellaneous	£	12.66	0.00	12.66	
Sub total	£	44.53	4.65		49.18

**Excess of Income over Expenditure**

£ 959.67



# Atworth Village Website

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[Ref.: I:\ATWORTH\ADMIN\AVM\_rpt042011.DOC]

## Report on the Atworth Village Website: April 2011 - March 2012

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 £175 per annum to run, but a small income from local advertising helps to slightly offset the costs of the website.

### A. Content

Content is updated fortnightly. The front page carried a news item section, and there is also some general and historical information. There are 28 local and other businesses on the site, and 15 local clubs, associations, organisations, churches and schools have an information panel or a full page. It will become necessary to make a small charge to local businesses in the coming year. Local organisations should continue to have their entry on the site free-of-charge. Do please keep us informed of changes. Our Events Diary pages are linked to the Wiltshire Community Web.

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

### B. Usage

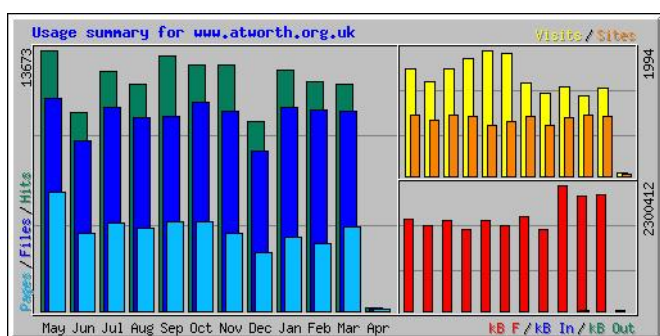
The website is very active - over the **year** April 2011 to March 2012 we received about 147,000 hits, corresponding to about 54,000 page impressions, made during about 19,000 site visits. Maximum **daily** averages were in September 2011, with 445 hits, 156 page impressions and 66 visits.

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

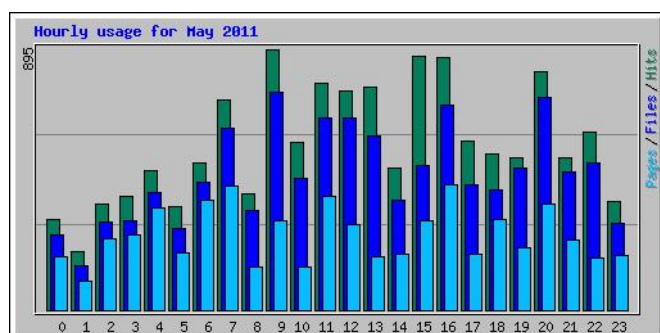
The most popular download was by far "londonderry\_air.mp3" with "churchedyardmemorials.pdf" second.

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.

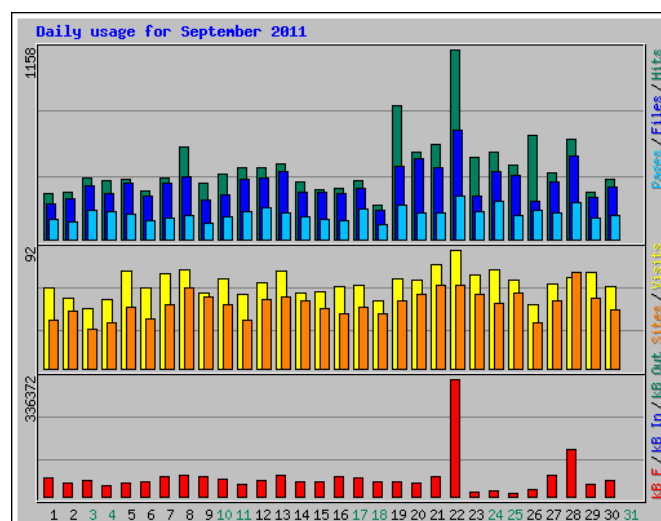
(NB: the details for April 2011 were not available at the time of analysis and so have been derived.)



Hits, pages, visits & data 12 months 2011-12



Usage over 24 hours, February 2011



Hits, pages, visits & data in September 2011

Kenneth Spencer, webmaster

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