**Great Wilbraham Annual Parish Meeting**

**Wilbrahams’ Warbler Annual Report 2021**

During 2021 four editions of the Wilbrahams’ Warbler were published. Again, the Covid-19 pandemic restrictions were in force and the Spring issue was published on-line. We used the village website, community facebook page and various village email lists to distribute the on-line edition. The pandemic support groups in the villages organised a limited number to be printed and distributed to accommodate people without on-line access. Our grateful thanks go to those volunteers. The effort to continue publishing was appreciated by the villagers.  Several advertisers paid in advance and so for the Spring issue, they have been credited as income in this current year, 2021.

With the lockdown most of the usual village events were cancelled, but it seems there was no shortage of news and information. The other three printed editions had about 68 pages each, with a total of 1650 copies printed.

Information about the pandemic, contact details and support services for the villagers were vital in the lockdowns. Regular items continued including a gardening column, common rights holders’ reports, Untold Stories, Bottisham Medical Practice items, contact details, church and school events and the Parish Councils’ reports. New puzzles such as the word polygon and word search replaced the crossword. There were a good number of letters as residents saw this as an opportunity to communicate with others and thank them during the lockdown. Other letter topics included objections to the expansion of a local care home, road works and HGVs from the recently formed Transport Working Group.

The covers had coloured photographs with links to articles. The Village Show, again held with tables on the Recreation Ground was well reported including photos of prize winners. We welcomed a letter from a lady whose Aunt Sylvia came from Six Mile Bottom and was the subject of an amusing account of life in the village during the two world wars. Very positive feedback from readers continued and suggestions for improvement are always welcome.

A financial summary for the year shows a cost of £1,654.48 and income of£1,102.99 from advertising and a donation. The net cost for each council is a 1/3:2/3 division of the total net cost £475.48 giving GW £316.99  and LW £158.49. This results in the net cost of 29p per copy.

  This is an increase on previous years and is due the reduction in advertising during the Covid period.   Several advertisers ceased trading and a few others cut back.    The advertising charges of £16 for ¼ page, £27 for ½ page and £43 for a full page, set in 2018,  were continued, but with projected increased costs, the editors will review the advertising charges for 2023.

WILBRAHAMS’ WARBLER 2021

 **SPRING SUMMER AUTUMN WINTER TOTALS**

 (Online

 Edition)

INCOME, Ads £0.00 £365.00 £415.00 £387.00 £.1,171.00

INCOME, donations £5.00

TOTAL INCOME £1,176.00

PRINT COSTS : GW £0.00 £372.24 £382.58 £348.17 £1,102.99

PRINT COSTS : LW £0.00 £186.12 £191.29 £174.08 £551.49

TOTAL PRINT COSTS £0.00 £558.36 £573.07 £522.25 £1,654.48

TOTAL NET COST £475.48

Copies Printed 0 540 555 555 1650

Net Cost per copy £0.29

Thanks go to the many contributors, advertisers and our seven deliverers who kept the Warbler vibrant and a vital communication medium for the villages. The local award scheme for village magazines was abandoned again this year because of the pandemic and although we didn’t win an award in the national scheme, we were pleased that we were in the top 15% in the UK.

The joint editors are John Bramwell, Martin Gienke and John Torode. We hope you’ve enjoyed reading the Warbler.

* Martin Gienke 7th April 2022