

VILLAGE VIEWS AND VILLAGE DIRECTORY
REPORT TO PARISH MEETING, MAY 2021

In the two years since our last report to the Parish Meeting, we have produced seven editions of Village Views. The May 2021 edition of Village Views, plus a revised version of the Village Directory, will be delivered to households in the parish within the next fortnight.

When the first lockdown was imposed in March 2020, we made the decision to move to an on-line only version of Village Views, and produced three 'virtual Village Views', in April, May and August, which were uploaded to the Parish Council website and advertised through the Acton Burnell Community Facebook page and through posters. Each edition received approximately 100 'hits' on the website, which was encouraging and certainly shows the value of having the newsletter available on-line.

We returned to paper editions in November 2020, having checked carefully with our volunteer delivery team to make sure they were comfortable with doing this and could make the deliveries without putting themselves in harm's way. We continue to be grateful to all the volunteers for their hard work and dedication in making sure that all 300 copies of Village Views reach the households in our community.

We have kept to our usual recipe of a mix of news and information, lightened with a good dose of local history, wildlife, gardening and rambles. We have developed good links with Concord College and several local schools, and are pleased to be able to carry articles on their activities. We now have a number of regular local contributors, including Ron Repath, Ana Natalio, Nic Antill, Rev. Geoff Garrett, Dan Morris and John Glover, who we would like to thank for their interesting articles and their support.

When we moved on-line, we took advantage of the fact that we did not need to pay for printing to make the move to a full colour Village Views. There was a very positive response to this, and so we decided to make it a permanent change. This has been made possible by the hard work of Karen Fisher, who has managed to find an excellent printer who is able to provide us with a colour newsletter for a similar price to that previously paid for black and white.

In the last year, we raised £195 from advertising, which will easily cover the cost of the new Directory. However, we are still looking for an additional member to our editorial team to take responsibility for identifying possible new advertisers, keeping in touch with existing clients and overseeing issuing invoices and tracking payments.

Finally, we would like to thank the Parish Council for their continuing financial support.