



ASPRA AGM 2021

Advertisement manager's report

The pandemic and consequent lockdowns – shops or businesses open, closed, half open, definitely closed, Tier this, Tier that – made it not only tricky to know when to produce the magazine but also difficult to talk to many of our advertisers last year. More importantly, it became inappropriate to chase any of them, many now friends, for outstanding invoices. I am pleased to report that invoices are now all paid.

In the process of bringing three residents' associations together for our Summer 2020 issue we renamed the magazine. It became *The Addiscombe magazine* and we decided to keep the title for future issues. Someone from another residents' association saw a copy and complained online that it wasn't fair that she didn't get it.

Advertisement revenue, normally fairly static, took a significant dip last year. The printing cost of our summer issue, which also went out to H.O.M.E and Black Horse Residents' Associations, was paid for by our two ward councillors, Maddie Henson (currently our Mayor) and Jeet Bains. Advertisements to existing advertisers were free, so revenue on that issue was a mere £55. It all balanced out in the great scheme of things, of course. Our deliberately delayed Autumn/Winter issue covered printing costs and made a very modest profit. Three new advertisers graced our pages.

In the olden days when we were still allowed to go out and talk to people, one of our members told me she quite liked the magazine but there were too many adverts in it. I explained (at the time) that there were actually 30 pages of ads in the last issue, which means there were 34 pages of editorial. When Phil and I first became involved with the magazine the whole thing only ran to 32 pages, and then mostly in black and white.

Our illustrious Chairman (I know), Steve White, raised £1200 from local companies (two of them new) towards the Christmas lights. Local traders, businesses and advertisers brought the total this year from external contributions to £1890. The fiasco at Bernard Weatherill House left our two councillors without the usual ward funds, so they were unable to contribute as they have in the past. A great number of ASPRA members have bumped up their subscriptions with often generous additional donations towards our various projects, so I think we can face the rest of 2021 with a degree more optimism than we might have.

Colin Gamm

Colin Gamm
30 March 2021

