

Launton Lines Report for Annual Parish Meeting 22 April 2021

This is a report for the two years from May 2019 to April 2021, as the Parish Meeting in April 2020 was cancelled following the first lockdown. That was also the month when *Launton Lines* had to change its printers and content to produce a Coronavirus Special print edition with news and information on Launton's response to the pandemic. The online issue for April 2020 was the normal 48 pages: the print issue – distributed as normal to every household in the village – was only 8 pages and had no adverts. Many thanks to all who contributed to it including The Launton Arms and The Bull Inn, and to Bicester Print who produced the issue very efficiently.

Over the two years *Launton Lines* continued to appear monthly with the support of the very effective group of distributors managed by Shirley Johnson. We have also been supported by our new Advertising Manager Jenni Walker, who has been busy recruiting advertisers all the time. And, of course, we depend on the contributions of our writers – many thanks to all of them who have kept *Launton Lines* as lively and stimulating through the strange past two years.

We started our online publication through issuu.com in November 2019 and every issue since then has been uploaded as print copies are distributed.

The lockdown meant that some advertisers had to suspend their businesses, so we had a temporary drop in money from them – especially as we gave a credit to all who missed appearing in the April 2020 issue. We have been helped with a grant of £335 from the County Councillor's Priority Funding Scheme (thanks to Ian Corkin) as a result of which our finances have been maintained, but we hope to see some of our regular advertisers return as they reopen for business.

We have also introduced limited colour advertising in print copies – starting in the May 2021 issue. This should help rebuild our finances for the future: the immediate take up has been very positive. And we are very aware that, when Launton Mews is complete, we will need to increase our print run by about 12% which will mean increased costs.

We plan to have our AGM in July this year, by which time we hope that village life will be picking up and we will be able to include reports of a wide range of events planned.

We have produced issues ranging in length between 40 and 52 pages – with the exception of the 8-page issue in April 2020): in 2019-20 a total of 536 pages and in 2020-21 544 pages. You can read all 19 issues since November 2019 online at www.issuu.com/Launton_Lines.