

Report for Annual Village Meeting 17 April 2025

Launton Community Communications Group

LCCG manages the village newsletter - *Launton Lines* - the village facebook page and group, and the Launton.org website.

On Wednesday 28 March it held its AGM in the Parish Hall: here are the highlights of its past year (the reporting year is January – December).

LCCG had a successful year in 2024, and is at its strongest financial position in at least a decade. We owe thanks to the Parish Council for their financial support which enables us to plan long-term. Commercial advertising has been kept below 20% of each issue and income has exceeded outgoings on print and online publishing for every issue in the year. Advertising is responsible for 79% of our total income: please support our advertisers..

The Treasurer reported strong finances. At the end of the year we had £11,515.58 in the bank. This includes revenue from advert bookings into 2025 which we will be spending this year on publishing costs. In 2024 we had a surplus (income less costs) of £2,885.43 over the year.

The Advertising Manager Jenni Walker thanked all our advertisers many of whom have been with us for many years. Our colour offer has been very successful.

We have a team of 15 who deliver to their neighbours, organised by Distribution Manager Shirley Johnson. We will investigate whether we can secure insurance to cover their volunteer work through the Parish Council.

2024's 12 issues contained 536 pages (220 in colour) with about 114,000 words of editorial content (many thanks to all contributors) and 280 adverts. Printing costs have stabilised to about 75p-80p a copy depending on the length and number of pages of colour.

Launton Lines has continued to be available online through www.issuu.com. In 2024 we had just over 3,890 Reads (3,084 in 2023) and just over 41,100 Impressions (42,900 in 2023), with an average read time of just over 3.5 minutes (3.7 minutes in 2023). About 70% of the reads (2,713) were from the UK. Other significant countries in 2024 were USA (459), Ireland (29), South Africa (27), Australia (24), and Japan (15). A total of 49 countries were online in 2024 (the same number as 2023, but outside the top 10, different ones).

We carried out a readership survey at the end of 2024. There were 49 responses (20 in print, 29 online). 67% read only the print version. 31% read in mix of versions. 2% read online only. Generally readers were happy with the

publication, but there were many ideas for new material, and although 30% of respondents said that they would like to contribute to *Launton Lines*, we wait to see the flood of articles and photos.

Steve Webber reported on the social media offer – mainly the Facebook Group and the Launton page. The Group has about 3,400 members and has a lively (sometimes over-lively) engagement. There are four volunteer moderators who run the Group. There has been a wide range of spam posts, so for a bit all content was being checked by a moderator, but this has now been paused. The group has also discontinued “anonymous” comment, overwhelmingly supported by respondents to the readership survey..

The Chair of LCCG for the last 10 years, Jon Spinage, is standing down from the role so we are looking for a new Chair. Any offers? And the different channels we use offer opportunities for people, especially new arrivals in the village, to join as reporters, picture editors, moderators and editors. Contact us at launtonlines@launton.org

(588 words)