

Title	Supporting Data for consideration on Newsletter future
Authors	Clerk
Date	19 th May 2020

Offer from GGN for South Stoke to be Included.

I am pleased to confirm that the GGN Committee has agreed to extend delivery of the Goring Gap News to South Stoke.

This is on the basis that:

- 1 Door to door delivery in South Stoke will be managed by South Stoke.
I believe that arrangements for delivery have already been discussed and agreed by, GGN Distribution Manager, and Laura White.
The June edition will be delivered by Royal Mail; then, in July we expect to produce the full version, typically 48 pages, and revert to delivery by volunteers.
- 2 GGN will seek to recoup the additional costs of printing through the sale of advertisements to South Stoke businesses.
May I suggest that South Stoke Parish Council consider aiding this process by funding an advertisement for the Community Shop? Otherwise it appears that the majority of advertisers in recent South Stoke Newsletters also advertise in the GGN. GGN Advertising manager Audrey Skinner will be looking at this over the coming weeks.
- 3 As early as may be practical in view of current circumstances GGN would look to bring a representative of the South Stoke Community onto the GGN Committee. There is a current vacancy as Peter Wild, who has been Sports Editor for about 20 years, is looking to retire before the end of this year. In the meantime, we would seek a nominated person to interact with the editors and production team.
- 4 Photographs and text for each issue are assembled by the various editors from material provided by members of the community, GGN does not have reporters or official photographers.

Generally more detailed information about advertisement rates, how to supply content, copy dates, policies, etc, may be found on the GGN website www.goringgapnews.co.uk. which also offers access to past editions.

I trust that you approve of this approach. Of course I am happy to discuss further any concerns you may have.

Kind regards
Chairman GGNA

Financial Considerations

A number of advertisers have prepaid for adverts in outstanding editions. Below is a table of monies which would need to be returned if the South Stoke newsletter had no more editions.

Company	Paid Until (normally)	Plus 4 months for missing editions	Months to Return	Cost
Warmingham	May 2020	Sept 2020	3m	£105
Garden Tamers	May 2020	Sept 2020	3m	£30
Andresa	August 2020	Dec 2021	6m	£60
Goring Gap Electrical	May 2020	Sept 2020	3m	£16.25
Influential Computers	May 2020	Sept 2020	3m	£16.25
Mortimer Burnett	March 2020	July 2020	1m	£5.42
Boathouse Dental	March 2020 (not paid Invoice 134 yet)	July 2020	1m plus return Inv 134 Cheque	£10 plus return cheque
Longpine Roofing	April 2020 (not paid invoice 138 yet)	August 2020	2m and cancel Inv 138	£10.84
Wheelers Electrical	Dec 2019	None – Did they renew?	-	-
Beacon Flooring	August 2020	Dec 2020	6m	£60
Marvellous Hair	March 2020	July 2020	1m	£10
Goring Reflexology	July 2020	Nov 2020	5m	£27.09
Positive Consultancy	March & April Only	N/A	1m (April)	£6.50
			TOTAL	£357.35

Distribution Considerations

SS Newsletter normal print run is 255, to include surplus copies in the Shop, Pub & Church.

GGN only delivers 1 copy per household, already delivering 1 copy to the Perch and Pike.

Any additional copies to be charged at £1.50 broken down in to, £1.25 to GGN, the rest to the shop selling it.

South Stoke would need to manage the distribution to the parish of South Stoke, including collecting the copies from Goring.