

## LCCG AGM Minutes

Meeting date: 26 March 2025, 8 pm, Launton Parish Hall

Present: Jon Spinage (Chair), Rob Cornford (Editor), Carina Collins (Treasurer), Jen Walker (Advertising Manager), Kate Greig (Secretary), Steve Webber (Social Media Manager), Gaye Cornford, Ed Hamill, Mick Jennion, Lesley Thompson

## AGENDA MINUTES

1. **APOLOGIES** Shirley Johnson (Distribution Manager), Matt Hill (Editor), Pat Tucker

2. **REPORT FROM THE CHAIR:**

- The LCCG has had a successful year. It is at its financially strongest position in at least decade. LCCG would like to thank the Parish Council for their financial support. We try to keep advertising to 20% of each issue. Advertising revenue has held up well, due to some special offers for advertisers. Income has exceeded outgoings on every issue for the previous 12-month period.
- The Chair wishes to thank all the committee, Shirley Johnson and all Launton Lines (LL) distributors, Steve Webber for social media work, all advertisers, the Parish Council and all contributors to LL.
- The Chair touched on the Readership Survey; there is general satisfaction with LL from its readership. There was both negative and positive feedback. Lots of ideas suggested for new/different content. There is a consistent online readership. We have excellent photography taken and supplied by Ella Rayner.
- The Chair summarised plans for the year ahead. There is a drive to widen the contributors base, based on feedback received from the Readership Survey, for example, reports from the football teams and reports from other clubs/activities held in the village.
- The Chair finished by formally stating that he is stepping down from the role, but will still be involved in LCCG. A replacement is needed.

3. **FINAL CONSTITUTION AND SUBMISSION POLICY DOCUMENTS:**

These were available in the meeting for people to see. The Constitution has been agreed by the Committee and singed by The Chair and Treasurer. These will be stored electronically and as paper copies by Kate Greig.

- The Editorial Policy document illustrates how LL deals with submissions, particularly those from 'anonymous' contributors – LL aims to represent voices from the village. We follow media standards of 'name withheld' for anonymous contributors.
- All submission are checked for spelling.
- It is the responsibility of the Editor to get details of contributors to ensure they are 'real' person.
- All children featured are referred to by first name only if under 16.
- The Editor and LL are not responsible for views expressed.
- The right to reply is possible, but dialogue can be ended by the Editor stating 'correspondence is now closed'.
- Political adverts not allowed.

#### 4. REPORT FROM TREASURER:

- I have enjoyed my first full year as Treasurer and I'm pleased to report that Launton Lines is in a healthy financial state thanks to the ongoing support from the Parish Council and our advertisers. A big thank you to Jen for maintaining our existing advertiser relationships and continuing to find new ones.
- Costs were 31% higher than the previous year, partly reflective of the increase in colour ads but costs generally have risen. We were able to absorb this with an increase in advertising revenue and still managed to declare a small profit. We have seen printing costs stabilise to around 75p per copy, depending on extent and the number of colour pages.
- At the end of 2024, our Lloyds accounts held a combined positive balance of £11,515.58. This balance does include revenue from advertiser bookings into 2025 where they have paid upfront to qualify for a discount.
- Whilst we are a not-for-profit community organisation, it is important for us to maintain a healthy 'war chest' so that we can continue to operate effectively in the event of shocks and other unexpected events such as those we've witnessed over the last few years.

Below is a summary of 2024's financial accounts:

<b>Launton Lines Treasurer's Report</b>
1 January - 31 December 2024

£	2023	2024	Change
<b>Opening Balances</b>			
Current Account	3,992.94	7,374.89	3,381.95
Savings Account	-	16.36	16.36
<b>Income for the year</b>			
Parish Council Grant	1,860.00	2,040.00	180.00
Advertising	7,216.75	8,288.63	1,071.88
Bank interest	0.15	69.41	69.26
Other income	-	30.00	30.00
	<b>9,076.90</b>	<b>10,428.04</b>	1,351.14
<b>Payments for the year</b>			
Printing costs	5,282.00	6,533.80	1,251.80

Software & Hosting costs	487.20	899.41	412.21
Other running costs	-	109.40	109.40
	<b>5,769.20</b>	<b>7,542.61</b>	1,773.41
<b>Profit/Loss</b>	<b>3,307.70</b>	<b>2,885.43</b>	-422.27
<b>Closing Balances</b>			0.00
Debtors	-479.00	-580.00	-101.00
Current Account	7,374.89	2,029.81	-5,345.08
Savings Account	16.36	9,485.77	9,469.41

## 5. REPORT FROM ADVERTISING MANAGER:

- Advertising remains fairly healthy for the Launton Lines but I still reach out regularly to the companies that use the affiliated Launton Facebook page as an advertising stream and other companies I see that might be of interest to the villagers. I currently have some ‘slow burner’ enquiries at the moment.
- We are very lucky to have some long-standing advertisers that have been with us since the year dot and a couple of new advertisers that are trialling LL which fill in the gaps that our seasonal advertisers leave us in the spring/summer month (Nolan/Chimfix).
- Our prices remain very competitive, from £15 an advert that covers approx. 675 houses in Launton and an uncapped audience on our online Issu edition and the cost to advertise hasn’t risen for a number of years.
- With about 80% of LL income coming from advertisers, it’s been encouraging that many are keen on our colour adverts that start at £25 an advert and with a loyalty discount offer for pre-booked adverts it means the Treasurer has been able to get invoice out to support our cash flow.
- We are still resolute to keep to our target of no more than 20% commercial adverts per issue.

### Costs for 2025

Quarter page (105mm high x 74mm wide) £15 per issue

Half page (105mm high x 148mm wide) £30 per issue

Full page (210mm high x 148mm wide) £55 per issue

### Colour advert costs for 2025

Quarter page £25 per issue

Half page £50 per issue

Full page £100 per issue

6. **REPORT ON DISTRIBUTION** (presented by the Secretary on behalf of Distribution Manager):

- LCCG wishes to publicly thank all the distributors of LL. There are 15 people delivering to all houses in the village. A small token of our appreciation will be arranged by the Secretary who will ensure these tokens will be delivered to the relevant people.
- We should investigate whether the distributors can be insured via the Parish Council. The Distribution Manager has suggested each deliverer should be given a hi-vis jacket and should a document be created to indicate that they are under no obligation to deliver in inclement weather.

**ACTION:** Secretary (KG) to purchase 15 gift bags, thank you cards and gifts. Secretary (KG) to draft document to provide distributors with details regarding their safety.

7. **REPORT FROM EDITOR:**

- In 2024 we published 12 issues, with each month the same print quantity, 675 copies, as Launton Mews has filled up.
- In the 12 issues, we produced 536 pages of which 220 were in colour. Issues were either 40, 44, or 48 pages in extent. The copies contained about 114,000 words of editorial content and had 280 adverts which took up just over 122 pages, or about 22.9% of the total pages in the period. There were just over 89 pages of paid (commercial) ads (16.7% of all pages). The balance were ads for village organisations or events which we do not charge for. We have always had a target that no more than 20% of each issue should be made up of commercial adverts.
- We have been very fortunate to have Matt Hill as a joint Editor through the whole year: he has produced covers and insert sections, and with his skills we have been able to offer a design service to advertisers.
- Through the last year we have also had the services of our Staff Photographer, Ella Rayner, who has contributed to nearly all issues while starting on A levels.

***Launton Lines online***

- *Launton Lines* has continued to be available online through [issuu.com](http://issuu.com) ([www.issuu.com](http://www.issuu.com)). In the period 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 these reads (2,713) were from the UK (2,359 in 2023). The other significant countries in 2024 were the USA (459), Ireland (29), Australia (24), South Africa (27), and Japan (15). There was a total of 49 countries reading online in 2024 (the same number as in 2023, but outside the top 10, different countries).

8. **REPORT FROM SOCIAL MEDIA**

**Launton Page**

858 Likes

912 Followers

The difference between Facebook Page Likes and Followers comes down to how people interact with your page:

## Demographics

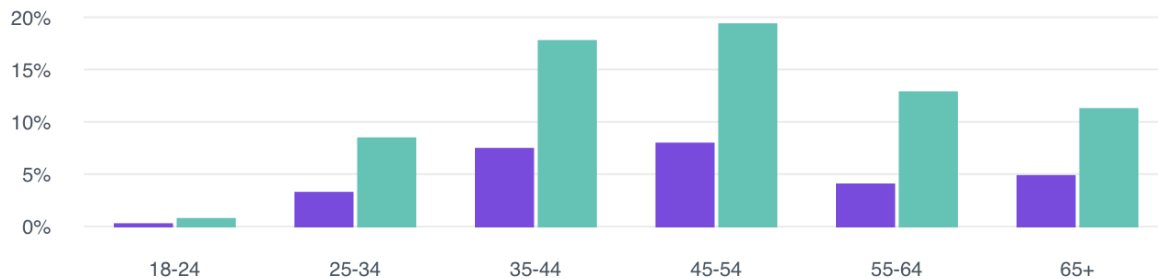
Lifetime

Followers ⓘ

912

### Age and gender

Men 28.70%  
Women 71.30%



1. Likes: When someone “likes” your page, they are showing support or interest in your page. They automatically become a follower, meaning they will see updates from your page in their news feed—unless they manually unfollow.

2. Followers: People who “follow” your page will see your updates in their feed, but they don’t necessarily have to like your page. Someone can unfollow after liking a page (if they don’t want updates) or follow without liking (if they want updates but don’t want to be publicly associated with the page).

#### Key Takeaways:

- Likes = Public endorsement + automatic following (unless unfollowed).
- Followers = Only content updates (without necessarily liking the page).
- You can have more followers than likes if people follow your content without liking your page.
- You can have more likes than followers if some people liked your page but later unfollowed.

#### Launton Community Group page

3400 Members

Admins: Adam Wade, Jeanne Walker, Janice Hawes

### 9. THE READERSHIP SURVEY

**This report focuses on the responses to the *Launton Lines* section.**

#### Readers

49 responses: 29 online – 20 paper

57% of responses were from individuals. 43% were from households.

Responses/readership skewed to ages 41+

67% read only the print version. 31% read in mix of versions. 2% read online only

#### **Would like to see more of?**

- ◊ I think it is great/No change needed/like it as it is (8 mentions)
- ◊ Recipes, Gardening Notes, Competitions, Crossword, Puzzles (many suggestions along these lines)
- ◊ Grumpy Old Men (11 mentions)
- ◊ News/events from other villages
- ◊ More for young families and children – competitions, treasure hunts.
- ◊ Contributions from Launton School pupils, more from/for children, more from young people,
- ◊ More photos, Historical pictures
- ◊ Residents on life in the village, Input from residents who do not participate in local groups, More about the village from the people who live here
- ◊ Classified Ads, items for sale, looking for a good home
- ◊ More sports reports, Launton FC fixture list/times/league tables/more regular reports, Aunt Sally results and league tables
- ◊ Regular updates from village businesses, Co-operation with events held in advance rather than reported on after.
- ◊ Sadly it reads like an old man's club too often with little recognition of families in the village.
- ◊ More opinions/controversy
- ◊ Reviews of things and places. Eating out, Books I've enjoyed, Films and Theatre, Children's and family events and places.

#### **Would like to see less/fewer of?**

- ◊ Length of some articles. More than two pages and I don't always read to the end.
- ◊ Less reports and less historical features. Historical reports, only one needed not all 3 (50, 100, 150, sometimes 200 Years Ago)
- ◊ I can't think of anything that I would like to see less of.
- ◊ Political views
- ◊ Memories of an ex-Launton boy
- ◊ Printed moans
- ◊ The print edition itself - waste of Parish Council funding and environmentally unfriendly. Reality is most households either don't read or skim and bin it
- ◊ Grumpy Old Men...moan, moan, moan anonymously!

#### **More reports from local sports clubs/groups**

59% said they would like to see more

When asked to list what they wanted to see, most replied as below, in a variety of ways

- ◊ All sports and games based in the village or played by people from the village.
- Some asked for info on "What they do, Where they do it and When they get together".

#### **Would you like to contribute material to *Launton Lines***

30% or respondents replied Yes. We wait to be in contact with them – or maybe they are already contributors.

**Should *Launton Lines* be delivered to homes with a “No Junk Mail” notice?**

78% said it should be delivered.

**Should *Launton Lines* continue to consider contributions submitted by individuals or groups who request anonymity?**

60% replied “Yes”. 20% were indifferent. 20% said “No”.

**10. VACANCY FOR THE ROLE OF CHAIR:**

- Elections needed for Chair and Treasurer. Carina will stay as Treasurer for another year (uncontested).
- The size of the management group need to be clarified. Agreed that the maximum number of people should be 12.
- The officers of the group are: Chair, Treasurer, Secretary, Distribution Manager, Advertising Manager.

The *ex officio* members of the management team are: Editor (x2), Web Master, Social Media Manager.

**11. ANY OTHER BUSINESS?**

- Would a YouTube channel be of use to LL? Will need content creating, maybe by someone from the younger demographic?
- Ed Hamill thanks the LCCG team for keeping things running. Will ask Steve Webber for help in creating a page/website for his LES message.
- Leslie Thompson also thanks the team, and particularly Rob for his efforts during COVID and producing LL almost single-handedly and providing information relating to the pandemic to the village.
- The LCCG 2026 AGM will be held on 25<sup>th</sup> March 2026, in the Pariah Hall. ACTON: KG to contact Joan Packer to book this date.