



Inspire Magazine

1. Background. As you may be aware the Editor of the Inspire Magazine has retired from this role due to poor health.

2. Proposal: The magazine is a vital source of communication and much appreciated by its recipients. As the boundary of Derry Hill and Studley Parish Council now corresponds with the magazines' distribution area it is something that the council should be involved with and supportive off.

3. Discussion: Repeated requests have been made for a new volunteer editor to come forward. With no success. Following the conclusion of a number of large projects (Governance review boundary changes, Community Plan) the council is likely to have the resources to take on the Editorial role. This is something we should consider. Many councils run Parish Magazines.

4. Alternative Sources of Funding: The magazine's advertising revenue currently covers the 5 or 6 print copies a year. Ideally all editions should be printed and the costs could be added to the precept. The production of a magazine providing news and information to the parish would seem a good use of public money.

4. Recommendation: The council discuss taking on the responsibility of producing and publishing the Inspire Parish magazine.

Philippa Todd

inSPIRE Magazine Briefing Document

Scope of the magazine

The paper magazine is delivered free of charge to all dwellings in Derry Hill and Studley as well as the pubs, church and Lansdowne Hall 5/6 times a year. The circulation is now 650. Other months we email out the magazine to about 270 addresses. In all we create 10 magazines a year, December / January and July / August being double months.

Finance

A normal edition of 48 pages, 650 off, fully colour will cost from this March 2025, £600. Occasionally this might run to 52 pages with an expected cost of £650. Our income is almost exclusively from advertising, with welcome one-off donations from the Fete committee and Parish Council. The bank account is separate from Christ Church's main account, but run by the Church Treasurer. I can only see the account online. We do not expect any subsidy from church unless they are advertising something exceptional. The reason we only print 5/6 copies a year is financial. Finances permitting, we aim to print 6 of our 10 editions this calendar year. Our predicted advertising income is in the region of £3400. We put up the advertising rates from 1/4/25 to try and off-set the printing cost increase. Because our printing costs have just gone up, 6 copies per annum will now cost between £3870 / £4200. Last year the Derry Hill and Studly Fete kindly donated £200 and the Parish Council £360. During the pandemic we built up a reserve, because we weren't having printed copies, but still had advertising revenue coming in. We feel this reserve is necessary as if the magazine were to close we may be asked to refund some of the advertising fees.

Content

We encourage all groups and organisations in the villages to contribute interesting content to the magazine, some are better at this than others! Straight forward advertising is paid for, but promoting for events held by such voluntary organisations are normally free unless it is deemed as an 'advert', rather than straight news. This is sometimes a difficult decision and we try where at all possible not to charge any group in the villages. Our mission is to encourage community cohesion by the dissemination of news from voluntary groups as well as articles of local interest.

Staffing

All the staff are volunteers. We have an editor (me), advertising coordinator (Jacqui Bonardi), proof reader (Cathy Liddle) and webmaster / compositor (Ian Liddle). In addition, we have two main distributors who take the magazine out to 21 sub (street) distributors. All unpaid.

Process of producing the magazine

1. At the middle of the month, I email the contributors to the magazine alerting them to the cut-off date as to when we need their copy in by. I have a spreadsheet of these contributors.
2. For the next week or so the contributions start to come in. These I format to A5 (the size of the magazine) and to the overall format of it. (Arial with headings and sign-offs in blue size 14, main body size 11).

3. When there is a sufficient number of these contributions, I deposit them in a Dropbox folder that Ian Liddle can access. To avoid confusion each deposit is labelled Batch 1, Batch 2 etc.
4. Ian then takes these batches and puts them into a skeleton of a previous magazine, occasionally sending me what he has done so far.
5. I write the Editorial, Sky at Night, Mobile Library and Crossword. In addition, I have up my sleeve various bits of information I have seen written by Wiltshire Council and Neighbourhood Watch etc. These are 'fillers'.
6. Gradually the magazine comes together, with a bit of juggling of the pieces so there aren't any gaps. If it is to be a printed magazine it has to end up being one of 44, 48 or 52 pages to make a complete book.
7. If we are going to print then we try and get the copy to Jamprint on the previous Friday to the last Friday of the month so the magazine can go out just before or round about the beginning of the upcoming month. Jamprint need a week to print it.
8. At the beginning of the new month a digital copy is sent out to some 250 people who have requested it, and to the Church Clerk in Church House Calne. She then posts it on the Marden Vale Churches Website.
9. Once the magazine is delivered to me, some 650 copies, I split up the magazines into roughly two lots of 300 for the two main distributors.
10. The two main distributors then split these up into the numbers required for each street distributor, and deliver them to the street distributors. I have a database with names and addresses of each distributor and who gets how many magazines.
11. I also give out 3 batches to street distributors.
12. Copies are also put in the church and the two pubs when we get round to it.
13. I have a database of the 250 people who receive the magazine digitally, and I use it for nothing else.

Richard Aylen. Editor. 5th July 2025