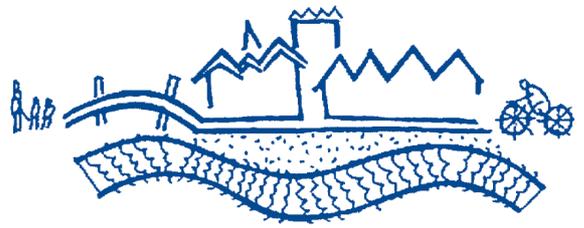


JABA



St James and Bartonsham Community News

AGM Report 2010-11

JABA celebrated a further year of growth and development and continued to be the main conduit for spreading information into the community. With its magazine format covering a wide range of topics and issues, its appeal continues to spread much further than 'The Village' and we regularly hear of sightings all over the County (and beyond). Notable reported issues this year have been the tarmacing of the flower beds in Eign Road - rapidly reinstated up after our front page feature in the Summer issue - and our Autumn issue discussed the controversial tree felling in Mill Street, which was subsequently replaced by Amey with a new Dawn Redwood.

We continued to print 2100 copies of each quarterly issue, which were delivered by hand by our dedicated team of distributors. We continued to work with Friends of Castle Green to include their Newsletter within JABA.

Advertising continued to expand, with many one-off and regular advertisers joining us and a few leaving. Following the Spring black and white issue, we experimented with a move to full colour for the remaining Summer, Autumn and Winter issues, with the Autumn issue being our biggest yet at 24 pages. Despite our best efforts, each of these colour issues did not cover their costs, leaving a shortfall of £353, and it is clear that this model is not sustainable without either periodic subsidy from black and white issues or raising advertising rates. The loss however has been underwritten from the rolling profit from earlier issues. Our only debtor is A & P Carpentry, who did not pay for 2 adverts and owe £54. We have had to spend far too much time coercing payment from some advertisers this year (as indeed previous years).

The JABA website continues largely as a diary front page and long term archive. It receives a fairly constant 50 or so hits per week, many of them from people who have found Faith Ford's article's on Rotherwas Munitions and Not Forgotten. This has led to some interesting emails from people worldwide.

I announced in the last (Winter) issue that I would be standing down as editor at this AGM. I do hope that others will come forward to ensure JABA continues to make its mark.

I would like to again thank the JABA team for their hard work and support over the last year, likewise all of the distributors for tirelessly stuffing JABA through thousands of letterboxes and everyone who has submitted articles for publication. *Tim Ford, outgoing Editor*

The Winter issue of JABA included a short questionnaire, asking for people's views on the future of JABA. A mere 11 responses were received. The questions and those responses are analysed overleaf.

JABA 2010 Questionnaire

Q1. Would you like JABA to continue in a similar form?

Yes	11	100%
No	0	
Answered question	11	
Skipped question	0	

Q6. Are you able to help produce or distribute JABA?

Yes	5	45%
No	6	55%
Answered question	11	
Skipped question	0	

Q2. Would you like a smaller, simpler JABA?

Yes	2	29%
No	5	71%
Answered question	7	
Skipped question	4	

Q7. Would you be able to encourage advertisers and collect their payments?

Yes	1	20%
No	4	80%
Answered question	5	
Skipped question	6	

Q3. Would you pay 50p or £1 to buy JABA from local shops if delivery was abandoned?

50p	4	36%
£1	3	27%
Yes	6	55%
No	2	18%
Answered question	11	
Skipped question	0	

Q4. Would you prefer an electronic version ONLY of JABA?

Yes	1	9%
No	10	91%
Answered question	11	
Skipped question	0	

Q5. Do you visit the JABA web site and, if so, how often?

Yes	3	27%
No	7	64%
Daily	0	
Weekly	0	
Monthly	4	36%
Answered question	11	
Skipped question	0	

Comments

- 1 Suggest you only use advertisers once until they pay their bills. Can help with distribution.
- 2 We have had many positive comments from visitors from far and wide and we would echo them for the quality and wide range of this newsletter. I have made contributions in the form of articles and comments from time to time and when I can I will continue to do so. However I realise my contribution is minute in relation to the whole and so quite understand the difficulty of continuing when it is such a great commitment.
- 3 Can help to distribute and update on Wellies Action Group.
- 4 It's a great free magazine, something for everyone, keep up the good work (well done)!
- 5 It's a fantastic magazine - look what we get in Whitecross!
- 6 Join up with IOC.
- 7 Prefer free distribution to reach everyone.
- 8 I am very happy to receive Jaba in any form and enjoy reading it and have it on a shelf to re-read and refer to it a number of times. I would be happy to pay 50p or a £1, whatever is needed for it to survive. Much preferring to be delivered by hand and free, I would be happy to volunteer to deliver it to all in my street, (Park Street) if it could make that difference. I don't choose to use websites much, as I prefer to sit and read a piece of paper to looking at my computer screen on the whole.
- 9 Can deliver to St Ethelbert Street and Castle Street.
- 10 I like JABA as it is. It informs residents well. Given the quality of it - is exceptional, especially for free.