

Eastington Community News

December 2020

Dear Readers

As I am sure most of you know, ECN's purpose is to try to ensure that news and information reaches everyone, and to record and celebrate events and achievements in our community – and we have been doing this for a long time - from well before there was an internet.

ECN is written by you, produced and delivered by volunteers, and supported by your advertising which just pays for the paper and print. Currently volunteers deliver copies free to every home in the main village and the traditional hamlets - some 780 homes. However, the arrival of what will be 1500 new homes within the parish of Eastington is a huge turning point for ECN – and quite honestly we really don't know what is the best way forward.

We cannot just expand deliveries into Great Oldbury because our current advertising income could not support it. We do print a few spare copies, which are available from the Co-op, but Great Oldbury is much bigger than 'a few extra copies'! A whole new approach to our current income and advertising regime would be needed to support full coverage of the whole parish.

In the future, Great Oldbury might become a Parish in its own right, or, if it remains as 'part' of Eastington it will eventually become the major part. In either case it is likely that there will always be two distinct but very linked 'communities' once the new school, shop and leisure centre get going.

So – does ECN somehow find a way to triple its income and expand to fully cover both our communities? - or does it continue just to concentrate on the old village and hamlets? Would you like to see more input from Great Oldbury, with regular news from its school and community? Perhaps automatic delivery to everyone is no longer such an important objective?

Everything that we print – and more – is always available on-line via the Eastington Hub <https://eastington.website>. This might be considered an affordable wider platform for ECN, but is not readily available to everyone, even these days.

Whatever happens, in order to survive in any shape or form, ECN is going to need some more volunteers and some fresh ideas!

At present there is only really me, ably assisted by Mary, with Tom organising the physical printing and the wonderful delivery team. David, our treasurer, holds the bank account.

Tom and I are both over 70 and don't really feel best placed to drive any significant changes to ECN on our own - and perhaps even more importantly, there is no current 'succession plan' - which is starting to be a real concern! I am still very willing and still technically able - but a bit tired, fuddy-duddy and lacking in energy and any fresh ideas - and I have no real backup on the technical side.

Do you think ECN is an important part of our community, and should continue?
Do you want to see it grow to encompass the whole of Eastington in the future?
Is the website an asset?

If you could spare some time and energy to help answer these questions and drive things forward please get in touch.

ECN may not survive without you!

Best Wishes

Jan

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