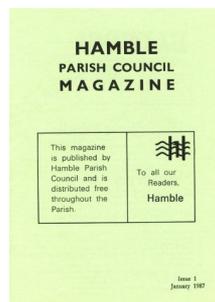


# Hamble Village Magazine

At the Annual Parish Meeting in 1986 it was agreed that the Parish Council should produce a Village Magazine to enable local organisations to make contact with parishioners. This filled the gap left when the Church Magazine ceased publication at the end of 1985, as it had also included non-Church news for Hamble residents, and was replaced by a short newsletter.

It was decided that it would be published monthly, but combining the months of August & September and December & January, resulting in ten editions a year. The Council also decided that the content should be non-political. The first magazines were produced on a typewriter and it was a few years later that a computer was used. The front covers were initially just line drawings due to the reproduction technology available at that time, including more importantly the significant extra cost of producing photographs.

The cover of the first six editions was a representation of a postcard and after this drawings by children were used. From May 1988 adult drawings were used as well as those from children. Although a few photographs were tried the reproduction quality was not as good as the line drawings.



*First Magazine*



*1988 Magazine*

It was not until July 1993 that photographs were used. The pictures were a mix of topical, something relating to an article in the magazine or an old photograph showing Hamble's heritage.

The first and longest serving editor of the magazine was Kate Cullen, who undertook the role separately from her Parish Clerk duties. During this period Winnie Sedgwick proof read the text of the magazine for Kate.

From the beginning, the magazine was delivered by a team of community minded people distributing them free to their local neighbourhood. Some who delivered a large number were given a small token fee for their efforts. The distribution was co-ordinated by Kate, followed by Colin Cobbold and finally Dave Wilde.

At the end of February 2006, after 19 years, Kate Cullen decided to give up as the editor of the Village Magazine and Imogen Moody took over. Imogen worked for the Hampshire & Isle of Wight Wildlife Trust and when the magazine was short of articles she would include contributions about wildlife and other environmental matters.

When she moved away from the village in the summer of 2007, Shaun Finch became the magazine's editor introducing a more business element to its content. Shaun ran his own photography and website business, so the front covers and internal presentation of the magazine had a more professional appearance.



*2007 Magazine*

On occasions some people have criticised the magazine, but whenever the Parish Council has reviewed it, including looking at other different formats, the Council has found it to be the best cost effective way to communicate up to date news to parishioners. The quality of any magazine greatly relies on the content provided by its contributors. Throughout its time the magazine has evolved to meet the new circumstances and is always looking at ways to improve.

Evidence of the satisfaction and success of the Village Magazine was provided by the Parish Plan survey in 2006. This survey had the largest response of any held in Hamble and found that 95% of the respondents regularly read the Village Magazine. It also established that only a small minority would read it if it was available online.

At the end of 2009, Shaun Finch ceased being the editor of the magazine as the Council decided, as a means of being more efficient, to pass the job to Andy Poole who was the printer of the magazine.

In the summer of 2010 the Council also decided to pass the distribution to a commercial distributor that also delivered another publication in the village. Unfortunately this did not work out very well as on many occasions it was delivered late, due to the publication date of the other publication, resulting in some of the content being out of date and parishioners missing events. In August 2011, a small team of local distributors based in Hamble took over the delivery of the magazine, agreeing to meet the delivery requirements of the Council.



*2011 Magazine*

Since the first editions the magazine has included Parish Council news, information about village organisations activities, a full list of their contact details and 'From the Council Records' from 100, 75, 50 and 25 years ago.

For the last 25 years Ian Underdown has compiled the 'From the Council Records' obtained from the Hampshire Record Office, Winchester. He has also provided most of the pictures for the front cover and has regularly contributed articles particularly on Hamble's history.

Over the years the magazine has reported on and provided information about important Hamble issues, such as the current controversial plan to extract gravel from the former airfield. It has also been useful on many occasions to correct misinformation that often circulates around the village about these matters.

To help local businesses and residents, the magazine has always contained advertisements to assist them provide information about local services. This has also helped subsidise the cost of the production of the magazine.

Today, 2200 Village Magazines are produced and delivered free to every household in Hamble. The cost of producing the magazine including its delivery is just over £14,000 this year, but thanks to the revenue received from the advertisements it costs the Parish Council just over £2,000 to publish the ten editions of the magazine. This is considered to be very good value for money as a means of shared communication throughout the village.

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Note - From February 2012 the front cover was printed in colour at no extra cost.