

Looking Forward

Future Direction of 'The Wychwood'

During the last year we have had great fun celebrating 25 years of the magazine. Looking forward, our aim will be to build on this success and to be guided by the founding principles of the magazine. The Wychwood Magazine is for the Wychwood people, by the Wychwood people and this will be firmly in our minds for the next twenty-five years. Our success can only be achieved with your continuing support, not only by buying the magazine, by continuity of advertising and by continuous support of the competitions, but also by contributing newsworthy items for our editorial team.

Introducing Colour

I am sure you will agree that the colour pages, initiated over the last year, greatly enhance the attractiveness of the magazine. From April we will be introducing a new-style colour cover and featuring one or two additional colour spreads during the year. We are increasing the number of pages to 68 and I then believe that the balance between editorial and advertising is about right.

From April we will be increasing the cost of the magazine to 40 pence and the annual postal subscription to £4.70, but I am sure you will continue to see this as excellent value for money.

Continuous Improvement

We have been encouraged by the comments expressed by our readers on the improvements made to paper quality, photography and general layout and these are areas on which we will continue to concentrate - a programme of continuous improvement rather than dramatic change. We want to encourage increasing participation by Wychwood people, young and old, in the popular photographic and cover drawing competitions. We have a strong, well balanced and supportive committee ready to react to any suggestions on how we can improve the appearance of the magazine ready to welcome and embrace new ideas, items or suggestions for the editorial content.

Martin Gibbs: Chairman

Re-opening the Florist Shop

After an absence of 22 years, my daughter Elaine is hoping to re-open the florist shop, in Church Street, Shipton, in the spring. This will keep alive the tradition of four generations of family shop, but sorry, no groceries or fish and chips! Watch out for notice of the opening date. **Gladys Avery**



Flicks in the Sticks, Reel 3

I am pleased to report that we have been given funding through Leader Plus (funding provided by the European Union for rural areas). We are now in the process of identifying the most appropriate equipment, projectors, screens and sound systems. We hope to hold our 'Grand Premiere' in March; look out for our posters on notice boards around the villages.

Gordon Halliday

