

Walberswick Village News

Editor's Report for 2025

Twelve monthly editions were again produced in 2025 with black and white print editions being delivered to every house in the village and a colour version being sent to around 335 email addresses.

Inserts

Six inserts were distributed with the newsletter: the Horticultural Show (April), two for the Village Hall (June and July), the Village Fete (August), the Cancer Research Christmas Fayre (November), and St Andrew's Church Christmas services (December). The inserts are not edited by the newsletter and are therefore not included in any of our analysis.

In July, the previous informal policy on inserts was formalised - see attachment. It was updated in December to reflect the maximum paper weight for inserts.

Content

Villagers who died during 2025 and who were mentioned in the newsletter were Philip Kett, Gavin Petrie, Muriel Wortley and James Cochrane. (The obituary for Jill Freud, who died in December 2025, appeared in the January 2026 issue.)

Fourteen organisations were mentioned in the Village News that were helped with fund raising and donations by villagers: the Red Oak Primary School, Yoxford & Peasenhall Primary School, Cancer Research UK, Sole Bay Care Fund, the RNLI, the Pear Tree Fund, Walberswick Against LionLink (WALL), the Village Hall, St Andrew's Church, INK Festival, East Anglian Air Ambulance, the Gurkhas Welfare Trust, Alzheimer's Society, and the Link to Hope Christmas Shoebox Appeal.

Events covered included the annual thespian event (The Real Inspector Hound), the Horticultural Show and plant sale, the Village Fete, Open Studios, A Moment in Time exhibition organised by the History Group to commemorate the Millennium in the village, the Easter Egg Hunt in the Dunes, the Birdsong Walk, the Wood Brick Glass exhibition celebrating architecture and homes in Walberswick as part of the Heritage Open Days, and the Cancer Research Christmas Fayre.

Submissions from the Parish Council covered numerous topics ranging from the Article 4 planning consultation; Sea Link and LionLink consultations; the Annual Parish Meeting; the local government reorganisation; a public meeting in the village on energy projects; the annual Parish Council audit; the village precept; Sizewell C roadworks at the Water Tower; and a public meeting in the village with the local MP, to the defibrillator at the Tuck Shop; the Southwold Half Marathon; stolen street signs; village green issues such as the telephone box, grass, illegal parking and signage; and signage on footpaths.

WCLC focused mainly on regular and insightful environmental updates discussing, among other topics the local environment work on the Common, reedbeds, sluices, clearance of

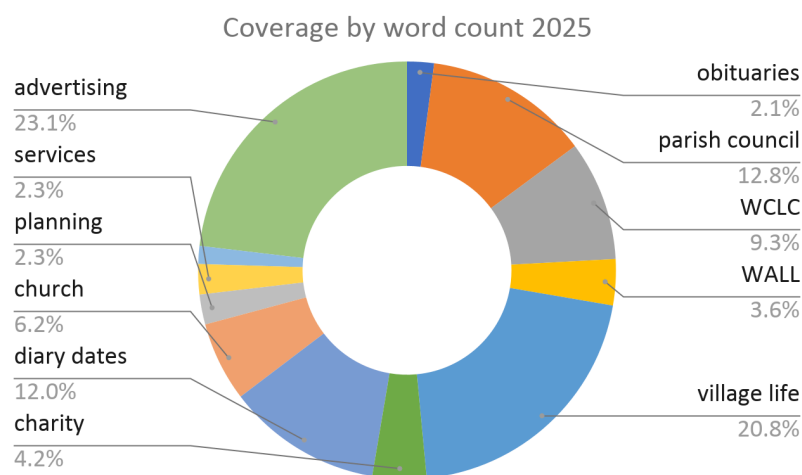
bracken, heather regeneration, birdlife, and vegetated shingle. It also covered World War II defences on the beach, the risk of wild fires, and updates on footpaths and bridleways.

Walberswick Against LionLink (WALL) provided updates on protests outside the National Grid Ventures offices in Saxmunden and the wildlife surveys.

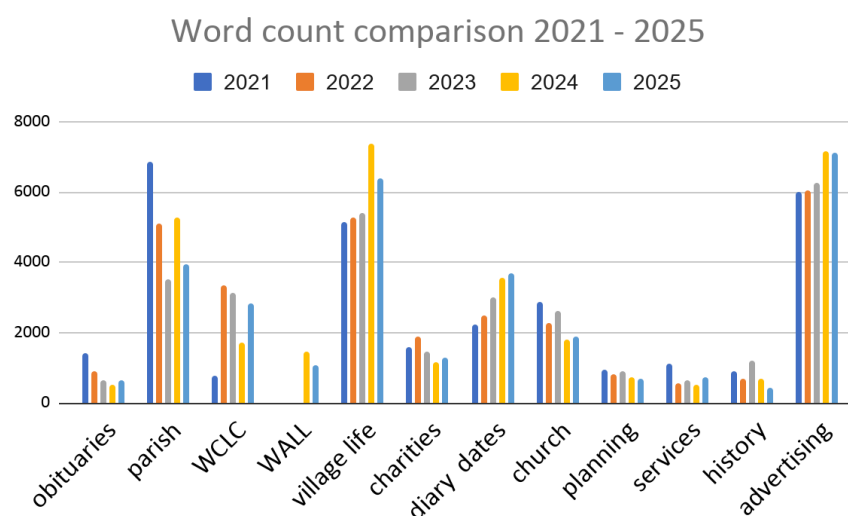
Breakdown of content by word count

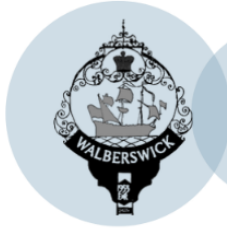
Below is a breakdown of the newsletter content based purely on wordcount, not on space taken, layout or position in the newsletter.

As expected, the most coverage by word count, excluding advertisements, is attributed to news about village life (20.8%), followed by updates from the Parish Council (12.8%), Diary Dates (12%), and WCLC (9.3%).



There was a small drop from 2024 in the word count for Village Life and the Parish Council, but an increase in the word count for WCLC. However, nothing particularly significant.





Walberswick Village News

Guidelines for insertions

Loose inserts shall only be carried for the promotion of not-for-profit village groups and the Village News Committee has the discretion to refuse any insert.

- Provision is made for only one insert per month. Village groups that regularly require inserts will be given precedence (April for the Horticultural Show, August for the Village Fete, November for the Cancer Research Christmas Fayre, and December for the St Andrew's Christmas Church services).
- Only one insert per calendar year will be allowed for each village group.
- The insert must clearly state that it was published by the village group, together with contact details.
- No commercial promotion is allowed.
- The maximum size of the insert is one A4 size sheet of paper, which can be printed on both sides. Only 80gsm A4 paper is permitted. The insert should be produced on coloured paper to differentiate it from the newsletter.
- All inserts must be pre-approved by the Village News editor in order to check that the guidelines have been followed. It does not include proof reading, which remains the responsibility of the village group.
- Insertion into the Village News must be done by Southwold Press.
- The cost of producing and printing an insert is the responsibility of the village group. Printing and insertion costs will be invoiced directly by Southwold Press. Inserts will be included in the electronic copy of the Village News at the editor's discretion.

Procedure

- All inserts must be submitted to the Village News editor for approval before sending to Southwold Press for insertion. Submissions should be received no later than the 22nd of the previous month.
- Once the editor is satisfied that the insert meets the guidelines, approval will be given to Southwold Press to include the insert in the appropriate edition of the newsletter.
- The approved insert should be sent by the village group to Southwold Press by the 25th of the previous month.

Village News Committee
Updated December 2025