

Memo

To: LPC

From: L Cllr. Philip Bailey

Date: 13 March 2023

Subject: Funding & Promotion of the Book: "Limpsfield Chart in History"

Background

In 2021 the Friends of Limpsfield Common ("FLC") published the book "Limpsfield Common". This was based on a study on landscape history commissioned in 1994 by The National Trust and undertaken by local resident Mrs Shirley Cork. The study formed the text for the 2021 publication but this was supplemented with more maps and recent photographs.

The new book, "Limpsfield Chart in History", is based on a presentation given locally in 1976 by the late Beryl Withers. It extends the area covered by the first book to include all of Limpsfield Chart and some of the surrounding area. The presentation has been re-assembled and edited by Beryl's son, Nick Withers and Chris Pendred who, until recently, was the Chairman of the Oxted and District History Society and was responsible for digitalising LPS's large 1869 map. The Limpsfield Chart book will have completely new text, reproduction of the LPC 1840 Tithe and 1869 Ordinance Survey maps as well as many previously unseen photographs of the area. The new book will be within a sleeve containing large scale copies of both these maps as well as a pull-out pocket "3 mile walk" map across the entire Chart with points of interest described on the reverse. Conceptually, at a future date they could be a series of guide posts with scan "QR codes" allowing downloads to a smart phone.

Material has also been gathered for a third book in the series that would covers all of Limpsfield, Old and New Oxted including the development of the railway up to the Second World War.

Funding and Sales of the New Books

The funding of the first book was provided by the chairman of the FLC. This paid for the print 300 copies that sold for £22 each and covered 100% the cost of production. However, the cost of production of £6,585 (£21.95 each) was high due to editing issues and higher printing cost than that estimated for the new book.

The "Limpsfield Chart" book has now been accurately costed. The plan is to commission a first run of 250 copies of the book and sleeves and 500 copies of the maps. If the first run sells well to then commission a second run of 250 for which the maps will already be printed. If the first run does not sell well, the unused maps can be sold separately.

The cost and sales are set out in the table below:

Run 1 planned for April/May; Run 2 planned for July/August depending on sales of Run 1	Run 1	No. Copies	Cost/Copy	Run 2	No. Copies	Cost/Copy
May layout	360	250	1.44	-	-	
Design	700	250	2.80	-	-	
Trimming/cutting	152	250	0.61	-	-	
3 rd Party Payments (fees for pictures)	127	250	0.51	-	-	
Sub-total	1,339	250	5.36	-	-	
Printing – book	1,895	250	7.58	1,895	250	7.58
Printing Tythe & OS maps	690	500	1.38	-	-	
Printing Walk Map	81	500	0.16	-	-	
Printing CP Map Info	75	500	0.15	-	-	
Sleeve cost	818	500	1.64	818	250	3.27
Contingency	490	250	1.96	271	250	
Sales cost by LPC (estimate)	-	250	-	1,000	250	4.00
Total delivered cost	5,388	250	21.55	3,984	250	15.94
Sales price £25	6,250	250	25.00	6,250	250	25.00
Profit before distribution	862	250	3.45	2,266	250	9.06
Funding of cost (incl. contingency)	5,388			3,984		
Funding by Messrs Hall & Pendred	2,000	37.1%		-	0.0%	
Funding by LPC pre-purchase	3,388	62.9%		3,984	100.0%	
Disposition of sales proceeds	6,250			6,250		
To Messrs Hall & Pendred	2,000			-		
To LPC	3,388			3,984		
Net remaining assuming contingency used	862			2,266		
Disposition to LPC	0			1,266		LPC Reserve Chart/LC/Maps 1,266
Disposition to Friends of LC	862			1,000		LPC Reserve Chart/LC/Maps 1,889
Net remaining no use contingency	1,352			2,537		
Disposition to LPC	352			1,537		
Disposition to Friends of LC (max £1,000)	1,000			1,000		

Risk Assessment

RUN 1 – LPC investment at risk £3,388

The funding is being shared with Colin Hall (CH) and Chris Pendred (CP) both of whom are FLC. They will contribute 37% (£2,000) of the cost of Run 1 and LPC 63% (£3,388).

The costs are based on quotes provided to CP (see attached list) and I have added a contingency of 10% (£490). There is no VAT payable for printing and any smaller items with VAT can be reclaimed by LPC. For our budget allocation I suggest we allow a VAT reserve of £250 (not in table).

1. Risk – Funding and Cost Overrun – committed funding and quotes already in hand - very small risk of cost overrun based on quotes received.

An order for 250 copies of the book and 500 copies of the maps will need to be placed with the printers. I would recommend that LPC placed the full order and receives letters from CH and CP of their contribution of £1,00 each when payment is due (unless or to the extent they have already made any such payments).

2. Risk of making payment/printer default - the risk that payment is made but the books are not delivered is avoided as payment is only due and payable when the books/maps are delivered from the printers.

The books will be in the sleeves wrapped in cellophane and boxed in 10s. CP has made a marketing plan (see attached) and these boxes will be delivered by hand to distributors (such as Paydens (Chemist), the Memorial Stores, buyers contacted by email/LPC website, etc.). Unsold books can be stored with CP (but it may be an idea to see if LPC's insurance will cover this).

Sales proceeds will be collected at sale points and then all transferred to LPC's bank account (or preferably a new account set up for the purpose. Direct payment from individuals and bank transfers from shops are envisaged. Cash can be collected by CP and deposited into the LPC designated account. The details of this can be sorted out but the concept is that all cash inflows come to LPC to hold.

3. Risk of insufficient sales or cash from sales going astray - The risk of sales not reaching 250 is very small. The original "Limpsfield Common" book sold all 300 copies and is still sort after. Distribution to people known to FLC, the Oxted and District History Society and LPC alone should be sufficient for the First Run. If sales are disappointing then further expenditure on Run 2 can be postponed or cancelled. There will also still be revenue from the sale of extra maps. The distribution back to CH, CP, LPC and the FLC are all contingent on their being sufficient fund (but I propose that the repayment to CH and CP are shared pari passu with LPC as they are taking the same risk as LPC). If sales are disappointing, then Run 2 can be postponed or cancelled.

Following the sale (or paid for orders) for the First Run 250 books, both CH and CP will be refunded their contributions (or to their order), FLC will be paid a balance of the sales receipts up to £1,000, and any balance remaining will be paid to LPC to be held in the "Chart/Common/Maps Reserve".

4. The risk of making distributions - collecting funds is minimised by all payments flowing through LPC bank accounts and records being kept by the Clerk and the accounts audited.

The publishers of the book are Nick Withers and Chris Pendred. They will be collecting confirmations as to the right to use third party material and have already paid some fees for these. LPC will have no responsibility but it will be wise to carry out some due diligence by the Clerk that all or at least sufficient copy right confirmations have been received.

5. Risk as being publishes - As LPC is not the publisher there appears to be no risk of LPC breaching or being responsible for copy right laws or text issues.

RUN 2 – LPC investment at risk £3,984 (or slightly less if surplus from Run 1)

1. Risk – Funding and Cost Overrun – Only LPC funding and quotes already in hand (or can be refreshed before commitment) - very small risk.

2. Risk of making payment/printer default – as for Run 1 – very low risk.

3. Risk of insufficient sales or cash from sales going astray – This is the main risk as 250 copies will already have been sold. To recoup the LPC costs sales of 159 books are required at £25. This however includes a £4 per book profit to the seller. Excluding this profit cost, the number to be sold will be 119 books to break even. Alternatively the book price (if sold on line and assuming £4 for postage) can be sold at £16 each. The risk is not small but over a 1 year period should be acceptable. In any event the decision can be taken after the results of Run 1 are known. There is also the upside of making funds to add to the Chart/Common/Maps Reserve.

4. The risk of making distributions – same as Run 1 – very low risk

5. Risk as being publishes same as Run 1 – very low risk

LPC Objective

As discussed at the LPC February 2023 meeting, supporting the publication of a book(s) describing the history and landscape of Limpsfield Parish is consistent with its objectives of broadening out the Village Conservation Area to encompass the whole of Limpsfield. It is right that hard work undertaken by the FLC to produce the new book should be recognised by sharing any profits with them for their charity work. It is also right that LPC should receive recompense from any profits for assisting with the funding. However, any such additional return above costs should, I recommend, be placed into a “Limpsfield Chart/Common/Maps Reserve” to be used to promote future books or map publications and perhaps for “sign post with QR Codes” as has been proposed by the FLC (who could part fund from their resources).

Recommendation

After further review of this Memo and the attached papers from Chris Pendred, I recommend that LPC makes the initial Run 1 commitment of £3,388 and, once this is returned in full, consider re-investing in RUN 2 with a commitment of £3,984.

Cllr. Philip Bailey