

**From:** PETER HASENSEN (hasenson@btinternet.com)  
**To:** Michael Hill; Sally Bugden  
**Date:** Monday, 9 March, 2009 10:48:34 PM  
**Cc:** Peter Stocken; jahpetrie@btopenworld.com; MalcyOliver@aol.com; g.jepson267@btinternet.com; Jeff Morris; john carter; scba@timberlands.co.uk; agamemnon@btinternet.com  
**Subject:** Re: P2P funding question

mike

thanks for this but i would remind you, you told me last week it costs 0.80 euro per head for ebl membership and will cost US\$1.00 for wbf. you may also recall we both lamented the exchange rate for both currencies!

you may recall i also suggested to you the magazine will cost £1.50 p.a. just to post to each member and you further said the total cost including printing, postal rate increases, etc would most probably be > £2.00.

you also suggested an increase in advertising may be possible but as we are in a recession, possibly heading for a depression, i find this difficult to believe; the more so as i understand we may have already seen the advertising peak for the magazine - but perhaps you would kindly confirm the amount of additional advertising revenue you expect to achieve.

i can not believe the cost of each diary will be less than 50p and possibly even as much as a pound or so once packing and posting is taken into account.

there may be other costs i have forgotten such as annual mail outs, etc but be that as it may, the above add up to about £4.00.

even if the amount is 'only' £3.00 the figures are scary. 25,000 new members would cost £75,000 p.a. to service, 37,000 members £111,000 p.a., 47,000 members £143,000.

fyi, when peter called me last sunday he suggested the cost savings essentially amounted to not replacing two members of staff when they each retire in the next couple of years, which represented a total saving of about £30,000 p.a, deferred for 18 -24 months.

perhaps you would kindly confirm the other savings i have missed, substantial as they must be, to cover the above costs.

moving on, you talk about projections but i am unclear. whose projections are they? are they your own, or that of the board? are they just thoughts or are they the projections one would expect from a diligent and responsible hon treasurer such as yourself?

best wishes

peter

sent by:  
peter hasenson  
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**From:** Michael Hill <michaelrd.hill@btinternet.com>  
**To:** PETER HASENSEN <hasenson@btinternet.com>; Sally Bugden <sbugden@redacres.demon.co.uk>  
**Cc:** Peter Stocken <puzzyboo17@onetel.com>; jahpetrie@btopenworld.com; MalcyOliver@aol.com; g.jepson267@btinternet.com; Jeff Morris <jeff@manchesterbridge.co.uk>; john carter <john\_m\_carter@btinternet.com>; sccba@timberlands.co.uk; agamemnon@btinternet.com  
**Sent:** Monday, 9 March, 2009 9:34:39 PM  
**Subject:** Re: P2P funding question

Peter,

I didn't mention £4. You did. In your figures below you have also chosen to assume (wrongly) that costs rise in direct proportion to membership numbers and to ignore the fact that we have stated that administration will be simpler so we expect significant cost reductions in Aylesbury. Our projections are that the assorted pluses and minuses roughly balance out.

Mike.

----- Original Message -----

**From:** [PETER HASENSEN](#)  
**To:** [Sally Bugden](#)  
**Cc:** [Peter Stocken](#) ; [jahpetrie@btopenworld.com](#) ; [MalcyOliver@aol.com](#) ; [g.jepson267@btinternet.com](#) ; [Jeff Morris](#) ; [hill michael](#) ; [john carter](#) ; [sccba@timberlands.co.uk](#) ; [agamemnon@btinternet.com](#)  
**Sent:** Monday, March 09, 2009 9:08 PM  
**Subject:** P2P funding question

Hi Sally

Peter Stocken told me recently he believes there are about 60-70,000 club members in EBU land of which 23,000 are EBU members now.

Mike Hill tells me it will cost an additional +- £4.00 p.a. to service each new member with 6 magazines, a diary, EBL/WBF subs, etc.

So if we were to get just 25,000 new members, they would cost us an additional £100,000 each and every year to service.

If we were to get 37,000 new members (lower of Peter's estimate), they would cost £148,000 p.a. to service.

And if we were to get 47,000 new members (higher of Peter's estimate), they would cost £188,000 p.a. to service.

Please could you kindly tell me where the money is going to come from to pay for these additional costs?

Best wishes

Peter

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