



# THE ICKNIELD WAY ASSOCIATION

## Guidebook Sales Report for 2021/22 AGM

As can be seen from the finance report the sales of the Walkers' Guide is the main income to the Icknield Way Association, it is therefore important to maintain sales to encourage walkers and earn the income necessary to fund maintenance and promotion of the Icknield Way.

### Walkers' Guide Sales

We sell the Walkers' Guide through the website and through certain wholesale customers. The sales over the year are as follows:

	2021/22	2020/21	2019/20
Via website	103	108	86
Via wholesale/cash	107	104	31
Total Sales	210	212	117

Purchases of 200 during the year, led to a reduction in stock at the year end.

### Wholesale stockists

These are our wholesale stockists. If you have any suggestions for others then please let me know.

Linton Kitchen  
Walking Pages website  
Stanfords  
Saffron Warden TIC

### Walkers' Guide Transition

The management of Walkers' Guide sales has been managed by Sue Prigg for many years, ably assisted by her husband Phil. As reported in the Spring Newsletter Sue sadly lost her battle with cancer in May 2022. Phil understandably felt that he was unable to continue in the role on his own. As a result, I, ably assisted by my wife Bridget, have taken on the role on an interim basis until a more enduring solution can be found. If any one is interested in support the association with this role then please contact me or the Secretary.

Phil and other committee members managed to transfer the stock & packaging to us and fulfilment of orders could continue after a short gap.

Sales through the website had to be suspended for a few weeks while the PayPal account was adjusted. Earlier in the year Sue had enabled me to access the PayPal account which is used for secure payment of the Walkers' Guide (and membership). The PayPal account was set up back in 2008 by another member and transferring control into my name led to many long and frustrating emails, letters, and calls with PayPal. Until that was resolved any notification of orders continued to go to Sue's email, hence the temporary suspension of orders through the website. It was resolved in May and sales resumed.

The wholesale customers were also contacted to advise of the change of contact details. They all passed on their condolences to Phil and praised the good work by Sue over the years.



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As part of the change of management I created a [Sales@IcknieldWayPath.co.uk](mailto:Sales@IcknieldWayPath.co.uk) email address to enable an enduring email address to be used by whoever is managing the sales in the future, rather than using personal email addresses.

## **Guidebook drafting**

The guidebook was largely rewritten in 2012 to form a new edition. The text and maps were revised and all details checked by wardens. Since then, minor changes (typos, route changes, feedback for walkers, etc.) have been included into successive reprints.

Sue and previous editors used some software, which is now defunct, to create/maintain the maps. These are currently held as image files but are not really possibly/easy to update. The text of the guidebook is held in a word file. The cover pictures as a .pdf. Future route changes will require some redrafting of the maps which will require exploring the best method of amending the maps.

Early in September a member has provided constructive feedback on some aspects of drafting, which now need incorporating.

## **Guidebook challenges**

The printing of the Walkers' Guide has occurred in Newmarket, close to Sue & Phil, which has historically avoided any delivery cost. Going forward we will need to understand these delivery costs and the potential explore local printers. The existing printer has been extremely supportive during the transition from the Prigg's to Chevalier's.

Another aspect for review is the Walkers' Guide selling price. This has remained the same for over ten years, while all the underlying costs (PayPal fees, printing, postage, packaging) have increased. Specifically overseas postage results in selling at a loss. So, I will be compiling some costs for the Committee to consider if the selling price(s) should change.

**Tom Chevalier**

Guidebook sales

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25<sup>th</sup> Sept 2022