



THE ICKNIELD WAY ASSOCIATION

Web Site Report for 2021/22 AGM

I have created and maintain three websites on behalf of the Icknield Way:

www.icknieldwaypath.co.uk – focused on the walkers' route and IWA governance

www.icknieldwaytrail.org.uk – focused on the riders' routes

www.greatchalkway.org.uk – promoting the coast to coast route

Sue Prigg had established and maintained the www.icknieldwaypath.co.uk website the original software was 'life expired' and did not support modern devices such a mobile device and all the modern accessible features. Sue had done an excellent job over many years but she recognised the need to pass over the responsibility with her declining health.

Changing a web-site host is never a simple process: trying to find where it is hosted and getting the right passwords to be able to move it took multiple phone calls to multiple faceless companies - but we got there in the end! Much of the material on the old site has been transferred to the new site which has a similar 'look and feel' to the www.icknieldwaytrail.org.uk website I recreated last year aimed at riders.

There are many cross links between the two websites with common material or specific matter aimed at the respective audiences. New features have been added to both sites, including:

Membership

A new 'join us' feature has been added to both websites for visitors to allow them to pay on-line to join (or renew) the Icknield Way Association immediately. It is hoped that this will encourage an increase in our membership. Since this went live this summer we have had a couple of new members join through this route. Although payment incurs PayPal fees, it is a modern & immediate method of payment reducing the administration of cheques – even if members have a cheque book these days.

News

We can now post news on each website, which can be more 'real time' than the six-monthly newsletters.

Subscribers

There is the ability for anyone from either website to "subscribe" to news posted on the websites. Once subscribed, subscribers get a weekly email of any news items added in the week through the cleverness of Mailchimp. Mailchimp allows subscribers to unsubscribe at any time. This has already led to a number of new subscribers, who may not be members but are demonstrating their support and interest in the Icknield Way which allows us to communicate directly with them. When subscribing they can select from an interest in walking, off-road cyclist and/or equestrian, of the 100 subscribers about a third expressed interest in riding. Supporting the view that the Icknield Way is promoting a multi-user route.

Walkers' Guide

Purchasing of the Walkers' Guide is still possible and continued virtually uninterrupted during the website migration. A download of changes from earlier versions is also available for those of you that bought a copy a while ago! Although it needs revision to bring it up to date.



THE ICKNIELD WAY ASSOCIATION

Social Media

We have no presence on Twitter or Facebook as the current Committee have no experience/knowledge of these social media platforms. If any members would like to take the lead in expanding our social media presence, then please contact the Secretary. If there are any other suggestions for improvements to the websites please get in touch.

Tom Chevalier

Info@IcknieldWayTrail.co.uk
25th Sept 2022