



THE ICKNIELD WAY ASSOCIATION

Guidebook Sales Report for 2023 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:

	2022/23	2021/22	2020/21	2019/20
Via website	120	103	108	86
Via wholesale/cash	46	107	104	31
Total Sales	166	210	212	117

Purchases of 180 during the year, led to an increase in stock at the year end.

Purchases vary each month. An article published in August edition of Country Walking is thought to have triggered sales in July this year.

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
The Cave Shop, Royston

Walkers' Guide Transition

The transition has occurred. As part of the change of management I created a 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.

I have managed to get the ISBN details of the guidebook updated from the Prigg's address to myself.

When the Phil Prigg passed over the role last year, he also passed over many padded envelopes which helped sales through most of the year, but new envelopes have now had to be purchased.

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.



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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 2022 a member has provided constructive feedback on some aspects of drafting, which now need incorporating. Others have also provided feedback.

These challenges are something for me to focus on over the next year.

Guidebook challenges

The printing of the Walkers' Guide has occurred in Newmarket, which now results in a delivery cost, which has resulted in larger orders.

The Committee reviewed during the year. The price had not changed for many years despite the increasing printing, packaging, delivery, PayPal fees and postage costs. As a result, the selling price via the website and wholesale has been increased. The website now has two selling prices, one for UK postage and the other for overseas. Overseas sales were running at a loss due to the postage costs.

If anyone would like to take on the role of distributing the guidebook, then I would be pleased to hear from them. Just need a local post office and some administrative organisation!

Tom Chevalier

Guidebook sales

Sales@IcknieldWayPath.co.uk

24th Sept 2023