



THE ICKNIELD WAY ASSOCIATION

PUBLICITY OFFICER'S REPORT FOR THE ICKNIELD WAY ASSOCIATION'S ANNUAL GENERAL MEETING TO BE HELD ON THE 14TH OF OCTOBER 2023

- 1) Great Chalk Way: This has taken up a lot of my time and we are nearing completion of the project. We have agreed the design and production of information boards for the route, identified and agreed some sites and funding already, but are also (me) seeking additional sites and funding. A meeting of the group should take place in October 2023 with a view to organising the launch in September 2024 on Dunstable Downs.
- 2) AGM: I secured a suitable speaker for this and publicised this widely amongst our network (including parish councils and CVS organisations), with the primary assistance of our Secretary, Lesley Blundell.
- 3) IWA Officers: The EC agreed job descriptions for various roles that have been posted on our website and advertised via our network of CVS organisations. The wider purposes of the IWA were also publicised successfully in various local newspapers and parish newsletters. We have recruited significantly, but are still in need of volunteers for various posts.
- 4) JLAFs: Clive Beckett, Tom Chevalier and myself have already attended JLAF meetings for Central Bedfordshire and Cambridgeshire, with a view to attending others in East Anglia and the Regional JLAF to publicise the IWA and GCW. We have had encouraging support so far.
- 5) National Trail Status: We had an offer from a long-distance runner (Rob Ellis) to run along the Icknield Way and raise awareness and support for our aim to become a National Trail. This should have taken place on the 15th of September, but there has been a loss of contact with Rob about this.
- 6) Optional western IW Grimes Graves loop: I have undertaken to explore this with relevant organisations in that area and will report back once this is done.
- 7) Guidebooks and Leaflets: Our sales and stockist distribution of guidebooks has increased and we are considering the production of leaflets for certain outlets.
- 8) Icknield Way Postcards: I have agreed to research the production of such and will report back if these are viable.
- 9) Benches for the IW: I have agreed to seek permission for such from landowners along the route if appropriate benches can be obtained and funded. I shall report on any progress on this matter.
- 10) Information Boards for the IW: I have agreed to seek producers for such and will report back on any progress.
- 11) President: The EC have agreed in principle to seek an apt person for such a post. Any suggestions are welcome.



12) 40th Anniversary Celebrations for the IWA: 2024 will be the 40th anniversary of the launch of the IWA and we shall consider what form such celebrations should take.

Doug Landman – Publicity Officer