



THE ICKNIELD WAY ASSOCIATION

Publicity Officer's report for the Icknield Way Association Annual General Meeting 2022

1) IWA work with CVS and other voluntary organisations:-

Several months ago the IWA Executive Committee agreed new job descriptions for voluntary roles that are needed to progress with our functions and objectives. As the Publicity Officer of the IWA, I have undertaken to seek assistance from the voluntary sector in gaining new members, officers and wardens, since we are short of such and need new blood and additional expertise.

I have managed to gain links with all such organisations in every county that the IW passes through (Buckinghamshire, Bedfordshire, Hertfordshire, Essex, Cambridgeshire, Suffolk, and Norfolk). We have managed to successfully advertise our website and vacancies for posts in Buckinghamshire, Bedfordshire, Hertfordshire, Essex, Suffolk and Norfolk, so far, as well as having an article published in 'The Comet' newspaper in North Hertfordshire. Cambridgeshire is a work in progress, since there is no CVS organisation in that county. In response to such, we have had a few enquiries, new members and some posts have already been filled, but there are still a number left. If there is anyone else who wishes to visit our website and seek out the job vacancies please feel free to do so.

2) Benches for IWA:-

I have established a good working relationship with a sympathetic landowner in Ickleford in Hertfordshire who has already put in a bench along the River Hiz on my suggestion and, although this is a few hundred yards off the route of the path, he is planning to put more in at some point in the future, as well as an IWA information board. I shall endeavour to work with other landowners to seek similar arrangements along our route. I think our connections with the voluntary organisation (especially the CVS) contacts that we now have may help in this regard.

3) Bank Accounts:-

The IWA EC has now agreed to change our bank accounts from Barclays to the Cooperative Bank. With a new Treasurer in place this should become easier to complete in the near future.

4) Local Village/Town Newsletters:-

I have begun to make contacts with these organisations and have submitted an article (based on our successful article in the North Hertfordshire 'Comet' newspaper) to the Arlesey and Stotfold News free community magazines, publicising our website, membership, guidebooks, and volunteer vacancies. I shall endeavour to continue this process all along our route.

5) IW postcards:-

I have made contact with an organisation that produces long distance path routes on souvenir postcards, but have had no response to date. I shall pursue this, as it may be another publicity option.



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6) Publicity Strategies:-

The IWA EC has now agreed separate Publicity Strategies for the IWA and the Great Chalk Way Project. These are in progress and much ground has been covered, although there is still much to do. These will direct our focus on many aspects of our work.

7) IWA 40th Anniversary:-

Next year is the 40th Anniversary of the IWA and the EC will be putting its collective mind together as to how to celebrate this important event.

8) IWA President:-

It was agreed by the EC that the post of a President of the IWA would be advantageous to the IWA and that a suitable candidate would be Robert MacFarlane (author and lecturer of Cambridge University) who has walked, and written on, the IW. He has been offered the post but, since he is currently on a sabbatical, it is now known when he will reply. I shall keep the IWA posted on this.

9) Guidebooks:-

I have also managed to make contact with the Long Distance Walkers Association to advertise our website and promote sales of our guidebook from ourselves, as well as membership. In addition, I have made contacts with other organisations that may be suitable outlets for sales of our guidebooks and promotion of ourselves (possibly via leaflets on the IWA).

Doug Landman

22nd Sept 2022