



THE ICKNIELD WAY ASSOCIATION

Web Site Report for 2023 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

There are many cross links between the two Icknield Way websites with common material or specific matter aimed at the respective audiences. Features on both sites, include:

Membership

A 'join us' feature on 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 in summer 2022, we have had new & renewals by 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 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 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 news directly with them. When subscribing they can select from an interest in walking, off-road cyclist and/or equestrian, of the 193 subscribers about a third expressed interest in riding (incl. in addition to walking). Supporting the view that the Icknield Way is promoting a multi-user route.

Walkers' Guide

Purchasing of the Walkers' Guide is possible.

Social Media

We have no presence on Instagram, Twitter or Facebook as the current Committee have no experience/knowledge of these social media platforms.

If there are any other suggestions for improvements to the websites, please get in touch.

Tom Chevalier

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7th Oct 2023