



THE ICKNIELD WAY ASSOCIATION

Publicity Officer's Report for 2024 AGM

- 1) Great Chalk Way: This has taken up a lot of my time and we are nearing completion of the initial stage 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. The launch in October 2024 on Dunstable Downs should have taken place by the time of this AGM. It will then be up to the IWA and the GCW group to agree what the next steps will be. The information boards will be an ongoing part of the project and will be dependent on money and time, as well as permissions from site owners to erect such.
- 2) AGM: I secured a highly able and suitable speaker for this (Mary-Ann Ochota) 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 last year for various roles that have been posted on our website and advertised via our network of CVS organisations, but we may well re-visit these and change/add to them. We have recruited significantly in 2023, but are still in need of volunteers for various posts.
- 4) Central Bedfordshire JLAF: Tom Chevalier continues to be a member of this, but I have resigned due to insufficient time to do justice to the role.
- 5) National Trail Status: This can be granted by the Secretary of State under existing legislation, but will probably need the support of local MPs along the Icknield Way. With a new Government and many new MPs along the route I feel that this may now be possible, and I hope to be engaged with such on behalf of the IWA over the coming year.
- 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 or Patron: The EC have agreed in principle to seek an apt person for such a post. Any suggestions are welcome.

Doug Landman – Publicity Officer

26th Sept 2024