



THE ICKNIELD WAY ASSOCIATION

Guidebook Sales Report for 2025 AGM

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:

	2024/25	2023/24	2022/23	2021/22	2020/21	2019/20
Via website	123	96	120	103	108	86
Via wholesale/cash	45	41	46	107	104	31
Total Sales	168	137	166	210	212	117

Purchases of 210 during the year, led to a increase in stock at the year end.

Purchases vary each month (peak in Oct, Nov & Aug), there does not appear to be any pattern, although Oct/Nov was probably increased due to publicity around the AGM & GCW launch.

Wholesale stockists

These are our wholesale stockists. If you have any suggestions for others, then please let me know.

Purchases during the year
Walking Pages website
Edward Stanford

No purchases during the year
Linton Kitchen
The Cave Shop, Royston
Saffron Walden TIC

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 from walkers, etc.) have been included into successive reprints.

In the July 2025 reprint, I took the feedback from members & wardens to make updates to the text.

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 possibly to update. Future route changes will require some redrafting of the maps which will require exploring the best method of amending/recreating the maps. This is a challenge for the next year.

Guidebook distribution

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

Tom & Bridget Chevalier

Guidebook sales Sales@IcknieldWayPath.co.uk 18th Sept 2025