



THE ICKNIELD WAY ASSOCIATION

Web Site Report for 2026 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:

Nothing new to report this year (again).

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.

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.

Mailchimp

Mailchimp is the software we use to communicate in bulk with subscribers and members. During the year the previously free use, has become chargeable.

Walkers' Guide

Purchasing of the Walkers' Guide is possible from the path website.

Social Media

We have no presence on Instagram, Twitter or Facebook as the current Committee have no experience/knowledge of these social media platforms – We had some people willing to take on the social media management, but they

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

Tom Chevalier

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26th Sept 2026