



**WALK**  
Derbyshire

# Walking through Winter



Campaign toolkit



# Introduction



As part of Walk Derbyshire's vision to support people to walk more as part of their everyday lives, we're planning the Walking Through Winter campaign from December 2023 to January 2024.

Please support the campaign by sharing some of the resources and opportunities on your social media channels and remember to tag us in and use #WalkingThroughWinter.

Facebook: [@WalkDerbyshire](https://www.facebook.com/WalkDerbyshire)

Instagram: [@WalkDerbys](https://www.instagram.com/WalkDerbys)

X (formerly Twitter): [@Walk\\_Derbyshire](https://twitter.com/Walk_Derbyshire)

# Campaign plans



Week commencing	Focus	Content
01 December	Campaign launch and Festive activities	Festive walks around the county
11 December	Wrapping up warm	Links to different options for low cost winter clothing and keeping warm at home
18 December	Walking to warm spaces and keeping connected with your community	Links to warm spaces across the county
25 December	Seasons greetings	Photo competition
01 January	Walking to wellbeing in the New Year	Snapshots of walking – local stories
08 January	Walking apps to support your wellbeing in January	Link to different apps
15 January	Safe walking	Cards for safer walking
22 January	Walk randomiser	Expand walking options using walk randomiser
29 January	Keeping active at home Talking Space	Links to SuperSix, Strictly No Falling and Active at Home resources Promotion of upcoming Talking Space

# Social media posts- 1 December



01 December	04 December	Share these or post your own events happening during this week (links on slide 14)
<p><a href="#">@WalkDerbyshire</a> are launching their <a href="#">#WalkingThroughWinter</a> campaign to support communities to walk through the colder months.</p> <p>We will be supporting them throughout December and January so follow us here for hints and tips around everyday walking and staying warm in Winter.</p> <p><a href="#">#WalkingThroughWinter</a></p>	<p>There are so many festive walks and walking activities right across Derbyshire this December and January, all the way from High Peak to South Derbyshire.</p> <p>Visit: <a href="#">Events - Walk Derbyshire</a> for the most up to date info on events taking place.</p> <p><a href="#">#WalkingThroughWinter</a></p>	<p>05th- Lantern Walk with Christmas Xplorer</p> <p>06th- Rudolfs Christmas trail</p> <p>07th- Manny the Manor Park Mole and the Mystery Christmas Treats Trail</p> <p>08th- Christmas Dinner Trail</p> <p>09th- Santa Special Cruises 2023</p> <p>10th- Chesterfield walking groups celebrating Christmas</p>



# 11 and 18 December



11 December

If you need some added support to keep yourself and your home warm this Winter, shopping at your local charity shop for affordable clothing or visiting Holme Hall Unite hub for free draught excluders made by [@TransitionChesterfield](#) might help.

Holme Hall Unite Hub is also a designated warm space on Tuesday and Friday Afternoons.

For more resources visit: [Keeping warm through Winter resources](#)

#WalkingThroughWinter

18 December

This week we want to highlight some of the many warm spaces in our communities. We've heard so many lovely stories of residents who have visited warm spaces and made friends and became closer with their community.

Find your local warm spaces here: [Warm Welcome Campaign](#)

And if you need help setting up your own warm space visit: [Warm Hubs | Rural Action Derbyshire](#)

#WalkingThroughWinter

Post your local warm spaces or share ours during this week (links on slide 15)

- 19th- Warm Wednesdays at Greenwich Community Sports Hub
- 20th- Chesterfield warm spaces map
- 21st- Derbyshire Dales warm spaces
- 22nd- NE Derbyshire warm spaces
- 23rd- Bolsover Warm spaces
- 24th- ASDA £1 Winter Warmer initiative



# 25 December



## 25 December

Season's greetings to all of our partners, communities and residents who are supporting others to walk more as part of our everyday lives.

Share your Christmas, Boxing Day and winter walks with [@WalkDerbyshire](https://www.instagram.com/WalkDerbyshire) on Instagram and Facebook and be one of the lucky winners of a £50 love to shop voucher.

#WalkingThroughWinter



# 01, 08 and 10 January



01 January (share your stories this week or ours)

Happy New Year!

As part of [@WalkDerbyshire's](#) #WalkingThroughWinter campaign they are sharing different stories of how walking supports our wellbeing.

Keep a look out this week.

#WalkingThroughWinter

08 January

If you find that you go on the same walks often, try a walking app and find some new routes.

And if you don't know where to start or want self-guided walks there are plenty of apps to help you.

Go Jauntly- Variety of walking routes

Derbyshire All Walks- Local routes

Slow ways- Review routes connecting cities and towns together

Dog Walks- Dog friendly and safe routes

All apps can be downloaded from the App store or Google Play, some have added costs.

Also why not share with us your favourite ones.

#WalkingThroughWinter



# 15 and 22 January



## 15 January

Walking outside of a group lead walk can be scary, especially during the winter months.

But don't be afraid [@WalkDerbyshire](#) has made a toolkit to help Walk Leaders during their walks and hope it can help you feel safer and more confident on your next walk.

The cards include what to do in an emergency, who to call and more.

[Safe Walking Cards](#)

[#WalkingThroughWinter](#)

## 22 January

[@LivingStreets](#) Walk Randomiser is great for trying out different types of walks and make every day walking more fun.

Give it a go.

[Walk Randomiser](#)

[#WalkingThroughWinter](#)





# 29 January



## 29 January

We're at the end of January already and for those who haven't been able to get outside or have limited mobility, we hope these resources can support you to build your confidence and mobility at home or at one of the classes.

Find out more here:

[@AgeUK](#) Strictly No Falling Classes- [Age UK Derby and Derbyshire | Strictly No Falling Classes](#)

Falls Prevention- [Falls prevention - Live Life Better Derbyshire](#)

Derbyshire Mind free online Movement and Mindfulness sessions- [Derbyshire Mind free online Movement and Mindfulness sessions](#)

#WalkingThroughWinter

## 29 January

Walk Derbyshire's next #TalkingSpace is on the 6th of February and will be about supporting people to build their confidence and mobility.

More details will soon be shared.

#WalkingThroughWinter

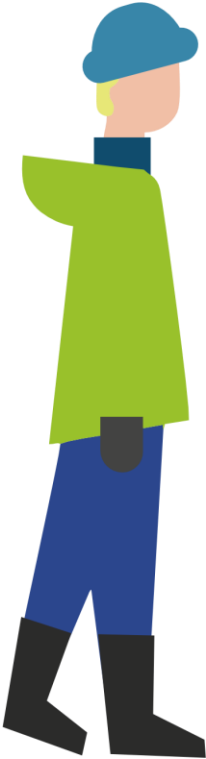
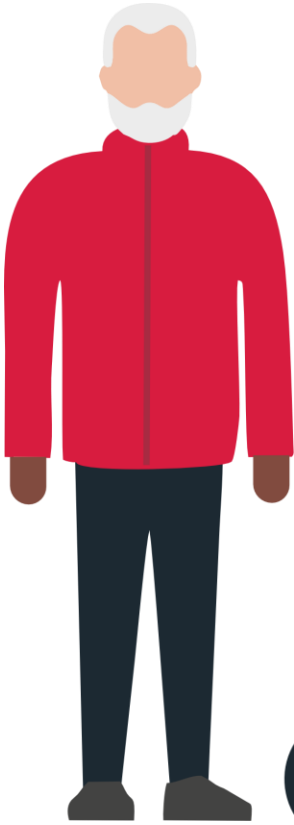
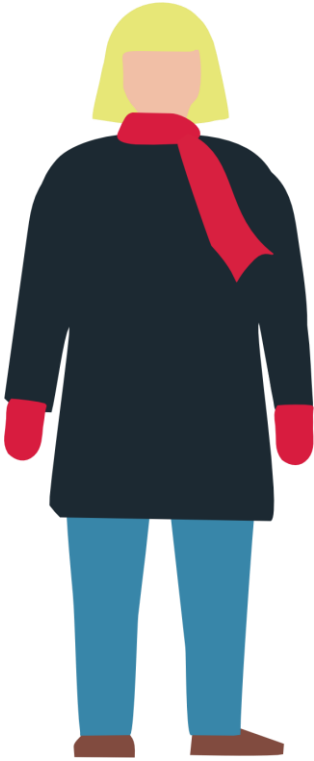
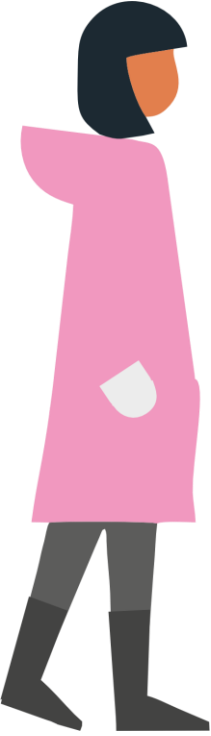


# Graphics



Walking through Winter

# Graphics



# Assets and links



## Images

Download images and graphics to share alongside the messages on social media here:

- Nordic walking- <https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2023/11/Nordic-Walking.jpg>
- Santa Special cruises- <https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2023/11/Santa-Special-Cruises.jpg>
- Couple walking dog- Millenium Walkway in New Mill- <https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2023/11/Couple-walking-dog-Millenium-Walkway-in-New-Mill-scaled.jpg>
- Mum and children on bike/scooter near canal- Buxworth Canal- <https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2023/11/Mum-and-children-on-bikescooter-near-canal-Buxworth-Can-scaled.jpg>
- Two women walking- Pavilion Gardens parkrun- <https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2023/11/Two-women-walking-Pavilion-Gardens-parkrun-scaled.jpg>
- Women walking- Pavilion Gardens parkwalk- <https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2023/11/Women-walking-Pavilion-Gardens-parkwalk-scaled.jpg>



# Assets and links



## Images

- Family dog walk- <https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2023/11/117-Family-dog-walk.jpg>
- Family walking in Autumn- <https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2023/11/Family-walking-in-Autumn.jpg>
- Older couple walking- <https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2023/11/Older-couple-walking-in-Autumn-2.jpg>
- Friends walking- <https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2023/11/WD-training-front-cover-scaled.jpg>
- Young girl with umbrella- <https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2023/11/Young-girl-with-umbrella-scaled.jpg>
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# Assets and links



## Links to events

- Lantern Walk with Christmas Xplorer- [Lantern Walk with Christmas Xplorer - Walk Derbyshire](#)
- Rudolph's Christmas Trail (closes 9th Dec)- [Rudolph's Christmas Trail \(closes 9th Dec\) - Walk Derbyshire](#)
- Manny the Manor Park Mole and the Mystery Christmas Treats Trail- [Manny Story Walk Christmas.cdr](#)
- Christmas Dinner Trail- [Christmas Dinner Trail \(closes 22nd Dec\) - Walk Derbyshire](#)
- Santa Special Cruises 2023- [Santa Special Cruises 2023 \(closes 23rd Dec\) - Walk Derbyshire](#)
- Chesterfield walking groups celebrating Christmas- [Find/add a Group - Walk Derbyshire](#)



# Assets and links



## Links to warm spaces

- Warm Wednesdays at Greenwich Community Sports Hub- [Warm Wednesdays](#)
- Chesterfield warm spaces map- [Chesterfield warm spaces - Google My Maps](#)
- Derbyshire Dales warm spaces- [Warm spaces - Derbyshire Dales District Council](#)
- NE Derbyshire warm spaces- [Warm Spaces - North East Derbyshire District Council \(ne-derbyshire.gov.uk\)](#)
- Bolsover Warm spaces- [Bolsover Warm Spaces | Bassetlaw CVS \(bcvs.org.uk\)](#)
- ASDA £1 Winter Warmer initiative- [Asda Café's bring back £1 'winter warmer' initiative for over 60's](#)



# Assets and links



## Brand guidelines

Download the Walk Derbyshire brand guidelines and logos here: <https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2023/11/Walk-Derbyshire-Brand-Guidelines.pdf>

## Website

View more information on the [www.walkderbyshire.org.uk](http://www.walkderbyshire.org.uk)

