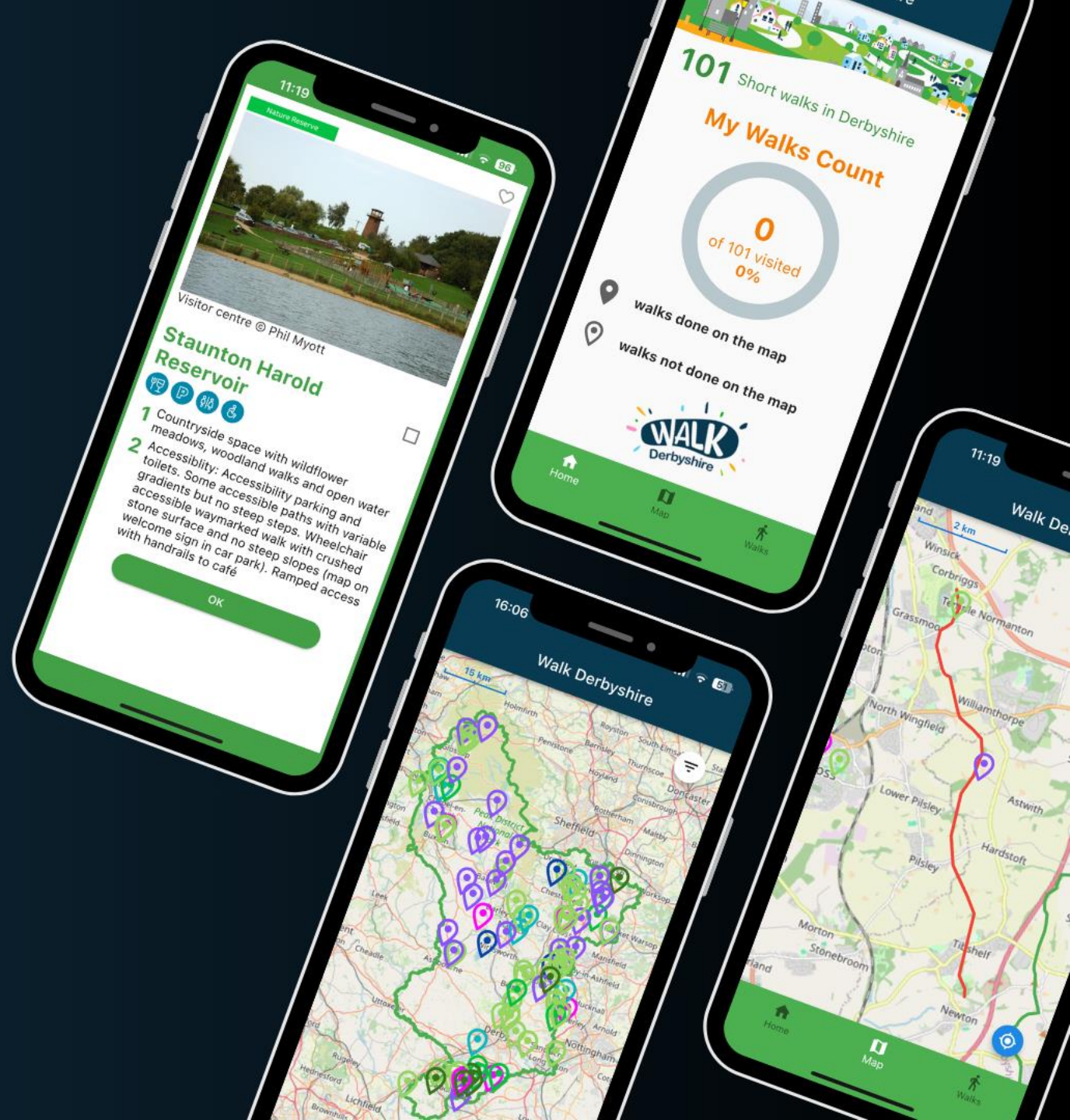


Walk Derbyshire App Campaign Toolkit- Stage 1

#WalkDerbyshireApp



Overview

Over the past couple of months Walk Derbyshire in collaboration with the Walk Coordinators, community members and Doug Colton have been developing a Walk Derbyshire App.

We wanted to make an app where people can explore local short walks and outdoor spaces in their neighbourhood. We are keen that this is a community owned app and local people are vital to the success of it, they get a direct influence in the outdoor spaces and short walks that are on the app and can add routes around their town, short cuts through to shops, school, workplaces and more. We also know that there are some beautiful outdoor spaces and hidden gems across Derbyshire, so we'd love people to share these with others through the app- as we know, you know your area the best.

We understand at the moment, the App does not cover so many of the spaces and places to walk locally so we need your help to populate it and spread the message.

Timeline

24st June 2024

Pre-launch

- Release Walk Derbyshire App Comms toolkit ready for launch

1st July -1st September 2024

Stage 1

- Main focus to encourage people to add routes and outdoor spaces
- Get the Walk Derbyshire App out there
 - Promoting on social media

2nd September- December

31st 2024

Stage 2

- Main focus on spreading the message and name of the app
- Secondary focus of getting walks and outdoor spaces added

How to get involved: Facebook

The brand new @WalkDerbyshire App is here!

The Walk Derbyshire App is a free community led tool helping you find and explore local outdoor spaces and short walks in your neighbourhood.

We know that many of the outdoor spaces and walks around your villages and towns are not included. But you can help add to it? Your input directly contributes to the content on the app and provides everyone with more accurate and useful walking routes and spaces that are used and loved by the people who live there– because we know, you know your area the best.

Download the app and add local walks, here: [Walk Derbyshire App - Walk Derbyshire](#)

Download the @WalkDerbyshire App Now!

Explore local walking routes and outdoor spaces or share your favourite spaces and short walks with others.

The app might not cover all the walking opportunities in your area right now but with your help we hope the app is a more accurate representation of all the walking opportunities available from right outside your doorstep.

Download the app now: [Walk Derbyshire App - Walk Derbyshire](#)

Get out and about in your town using the @WalkDerbyshire app.

Explore a range of outdoor spaces from parks to heritage sites and even short walks.

Notice a famous local space or route missing or have a short cut you like to take, then add it to the app and share it with everyone.

Available now to download here: [Walk Derbyshire App - Walk Derbyshire](#)

How to get involved: Instagram

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How to get involved: X (Twitter)

The @Walk_Derbyshire App is a free community led tool helping you find and explore local outdoor spaces and short walks in your neighbourhood.

You can also add your own routes and spaces because we know, you know your area the best.

<https://walkderbyshire.org.uk/about-walk-derbyshire-2/walk-derbyshire-app/>

Download the @Walk_Derbyshire App Now!

Explore local walking routes and outdoor spaces in Derbyshire or share your favourite outdoor spaces and short walks with others.

<https://walkderbyshire.org.uk/about-walk-derbyshire-2/walk-derbyshire-app/>

Get out and about in your town using the @Walk_Derbyshire app.

Explore a range of outdoor spaces and short walks, notice a famous local space or route missing?

Add it and share with others.

Available now to download : <https://walkderbyshire.org.uk/about-walk-derbyshire-2/walk-derbyshire-app/>

Media and Imagery

https://drive.google.com/drive/folders/1nkua75p02UV4tlynXJkX2Rz3UzuQFN3K?usp=drive_link

Imagery for social media

Walk Derbyshire

Walking routes and outdoor spaces around you

101 Short walks in Derbyshire
My Walks Count
0 of 101 visited
0%

We know, you know your neighbourhood the best so help us populate the app and spread the wonders of your area with others.

Download Now!

www.walkderbyshire.org.uk #WalkDerbyshireApp

Walk Derbyshire

Do you know a secret short cut near you?

Add it to the Walk Derbyshire App and share it with others.

Download Now!

www.walkderbyshire.org.uk #WalkDerbyshireApp

Walk Derbyshire

Do you have a special place you like to visit?

Add it to the Walk Derbyshire App and share it with others.

Download Now!

www.walkderbyshire.org.uk #WalkDerbyshireApp

Hashtags

- #WalkDerbyshireApp
- #Walking
- #LocalWalks
- #Outdoor
- #LocalNature

Walk Derbyshire

Explore your neighbourhood with the Walk Derbyshire App

www.walkderbyshire.org.uk #WalkDerbyshireApp

Walk Derbyshire

Do you have a favourite place to take the kids?

Add it to the Walk Derbyshire App and share it with others.

Download Now!

www.walkderbyshire.org.uk #WalkDerbyshireApp

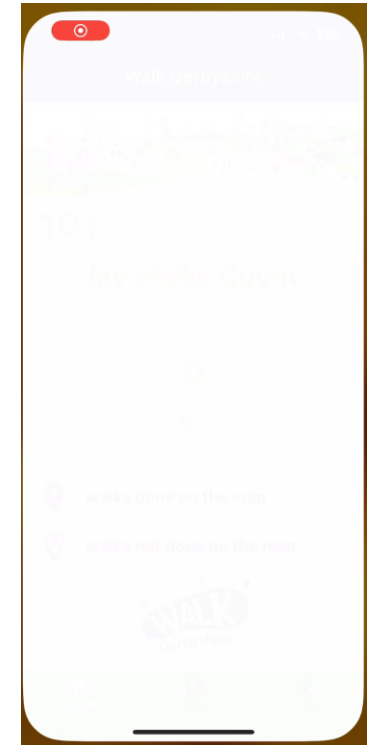
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www.walkderbyshire.org.uk #WalkDerbyshireApp

How to video:
Instructional videos on how to use the app



Contact for support or more info

info@walkderbyshire.org.uk

Contact Tamasha Wick

[Walk Derbyshire App Website](#)

