

Walking through Winter

December 2025 Campaign toolkit



Introduction



For the third year in a row, Walk Derbyshire will be running the Walking through Winter campaign. As part of our vision to support people to walk more as part of their everyday lives.

And this time we are collaborating with Walk Notts to create a combined campaign celebrating all the amazing walking and wheeling opportunities in both areas.

This year it will run from the 01 December - Mid January, focusing on everyday walking, festive events, warm spaces, getting active at home and walking in 2026!

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](https://www.instagram.com/WalkingThroughWinter).



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

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

Social media posts: 1-7 December

Festive events

01 December

December 2025 marks the third year Walk Derbyshire are running the #WalkingThroughWinter campaign.

But this time we are working with Walk Notts to share all the walking and wheeling opportunities happening in both areas.


To start of the month we want to share some festive events taking place for you to join in.


Take a look at some upcoming events here: [Events -](#)

#WalkingThroughWinter
#FestiveEvents

03 December

Here are some festive events for you and your family to get involved in.

 Santa Fun Run – December 21
1500 metre run/walk for all at Queens Park, dress up encouraged.


 Christmas Tree Festivals – November 28 to December 7


Enjoy hot drinks, snacks and marvel at up to 100 Christmas Trees decorated by the community.


#WalkingThroughWinter #FestiveEvents

05 December

Here are some more amazing festive events taking place in December.

 Derby Light Trail – December
Explore the city's dazzling light displays and the other festive activities.

 Christmas at Bolsover Castle – November 27 to December 18
Look forward to four Christmas activities at @BolsoverCastle; Lantern parade, Bright winter light nights, Christmas tree forest stroll and Carol concert.

 Lights of Abraham – Until December 30
A Winter Lights Trail at Matlock Bath full of illuminated gardens across boardwalks and woodland paths.

#WalkingThroughWinter
#FestiveEvents

07 December

@JogDerbyshire are encouraging beginners to physical activity or for those who want to take it at a slower pace to join their jog groups in January for a more relaxed month of jogging.

If you would like to start jogging again or just want to try it, this might be your perfect opportunity.

More info coming soon: [Training & Events | Jog Derbyshire](#)

#WalkingThroughWinter
#Jogging #Beginner

Social media posts: 09-13 December

Everyday walking

09 December	11 December	13 December
<p>If you want to get out and about this December but don't know what local walking opportunities are available from your door step?</p> <p>Download the Walk Derbyshire App and find local self led walking routes and outdoor spaces: Walk Derbyshire App –</p> <p>#WalkingThroughWinter #GreenSpace #Outdoor</p>	<p>We think you should have a look at @DerbyshireTimeswap.</p> <p>They have lots of upcoming meet ups across Derbyshire, guidance on how to stay safe this winter, Active Swap activities and much more.</p> <p>Check out their latest newsletters here: Derbyshire Time Swap</p> <p>#WalkingThroughWinter</p>	<p>Want to get more active this winter but don't know where to start?</p> <p>Try adding more steps to your day or moving a little more, building your activity levels gradually.</p> <ul style="list-style-type: none">• Walking around the neighbourhood and spotting Christmas decorations• Taking the stairs when you can• Walking the dog• Walking to the shops or nearby restaurants• Meeting up with friends and family outdoors <p>Every little step counts.</p> <p>#WalkingThroughWinter</p>

Social media posts: 15-21 December

Warm Spaces

15 December	17 December	19 December	21 December
<p>3.3 million people have shared that they feel lonely during the winter season.</p> <p>We hope this week everyone can reach out to a family member, a friend, a neighbour or even a stranger to say hello and start a conversation.</p> <p>Make someone feel seen and heard and little less lonely.</p> <p>Derby & Derbyshire - Emotional Health & Wellbeing</p> <p>#WalkingThroughWinter #LetsChatDerbyshire</p>	<p>There are many warm spaces and community groups local to you.</p> <p>Meet others, enjoy a hot drink and snack or get active; all in a warm and welcoming space. Find your nearest warm space here: Warm Welcome Find Community Spaces Near You</p> <p>#WalkingThroughWinter</p>	<p>If you live alone or don't get the opportunity to go out much, try going to a warm space/community group or walking group near you.</p> <p>The perfect place to make new friends and try new things.</p> <p>Here are a couple:</p> <ul style="list-style-type: none">• Let's Talk Together• LET'S Exercise, Talk and Support• Walks4Wellbeing• Mindscape Walks• Snap and Chat• Rutland Accessible Walk• Men's Room <p>These are just a couple of the many inclusive walking groups, more info and more groups here: Led Groups -</p> <p>#WalkingThroughWinter #WalkingGroups #Accessible #MentalHealth</p>	<p>Walking is one of the most accessible forms of being active.</p> <p>Its also a great way to get fresh air and spend some time in nature.</p> <p>Here are some accessible walking groups and beginner friendly ones:</p> <ul style="list-style-type: none">• Sofa2Stroll+• Get Active in the Forest Parkinsons Group• Longshaw Wednesday Social Walk• Clay Cross Monthly Health Walk• Nordic Walking <p>Find more details here: Led Groups -</p> <p>#WalkingThroughWinter #WalkingGroups #Accessible #MentalHealth</p>

Graphics



Image Bank

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

- Shipley walk: https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2024/11/Shipley-Wet-mini-cam.00_11_50_02.Still002-scaled.jpg
- Couple walking: <https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2024/11/couple-walking.jpg>
- Family walking: <https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2024/11/family-walking.jpg>
- Older couple walking: <https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2024/11/Walking-Together-scaled.jpg>
- Child gardening: https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2024/11/IMG_0212-scaled.jpg
- Girl smiling: <https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2024/11/beat-heanor-176-scaled.jpg>
- Woman walking dog: https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2024/11/woman-g38f2b892a_1920.jpg
- Family walking dog: <https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2024/11/family-walking-dog.webp>
- Family lights walk: <https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2024/11/Family-lights-walk-1.webp>
- Family Christmas shopping: <https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2024/11/Family-walking-1.jpg>

Image Bank

- Woman exercising at home: https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2024/11/woman-g38f2b892a_1920.jpg
- Warm drink: <https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2024/11/hot-drink.jpg>
- Skipping in snow: <https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2024/11/skipping-walk.png>
- Women walking with drinks in snow: <https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2024/11/two-women-walking-in-snow-with-coffee.png>
- Warm space: <https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2024/11/two-women-walking-in-snow-with-coffee.png>
- Playing table tennis (warm space): https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2024/11/Sequence-01.00_58_34_06.Still005.jpg
- Children laughing (warm space): https://walkderbyshire.org.uk/wp-content/uploads/sites/3/2024/11/Sequence-01.01_11_42_20.Still010.jpg

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

