



FRESHWALKS

PRIVATE



FRESHWALKS PRIVATE CORPORATE EVENTS

- Employee engagement
- Team building
- Client hospitality
- Creative and strategy days

CONNECT. RECHARGE. DISCOVER.

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“Go to a footie match, half the people are into the football, the other half are wondering why they are there. Go to a dinner, you get to talk to two people until you have bored them to death and they wander off to sit with their buddies. Go ‘freshwalking’ and you have a common purpose. You get each other up that hill and across that bog and down the other side. On the way, you talk for a while, drift off and find yourself in another conversation or even continue a conversation that you started a couple of months ago.”





**Glorious scenery
and back to nature**

Fresh air and digital detox

Exercise boosts endorphins

Deeper conversations

Knowledge sharing

Shared sense of achievement

Relationships that endure

Freshwalks Private events are a blend of full-blooded exercise, hiking across glorious countryside and hills, deep conversations and some decent pub food after too.

Since our inaugural Classic walk back in 2014, we've organised more than 70 hikes with more than a thousand business people now registered to walk with us. Of these, nearly 700 individual people have now clocked up over 30,000km. In between, many moments of endorphin-laced magic have happened, as a shared sense of achievement brings people closer together than they could possibly imagine.

Use Freshwalks however you want. To network, to recharge, to share business or personal challenges - all with the added bonus of keeping fit. The exercise and environments we walk in positively affect the way we think and how we interact with others. People, nervous about networking in the confined space of a meeting room or bar thrive in these conditions. And reconnecting with nature feeds the soul in so many ways.

We offer walks of all grades for private bookings - from gentle 10km rambles to extreme 30km hikes and everyone is made to feel welcome.

See you in the hills,

Michael Di Paola
Founder



Employee engagement

Progressive business leaders place employee engagement and the wellbeing of colleagues at the heart of their business strategy. Freshwalks events are the perfect way to reward performance, reset thinking and revitalise busy minds. And commercially, it stacks up too. A fitter workforce is more productive, taking fewer sick days, and achieves more in less time.

Suggested format: *An inclusive, moderate and slightly hilly walk like Lyme Park out of Disley. 10km-15km.*

Team building

Nothing gets conversation flowing more naturally than taking a team of colleagues out into the hills. People will open up, share stuff they might not do so within the constraints of office walls and any niggles under the surface will simply melt away. More positively, a shared sense of achievement in any team is a powerful device that colleagues will bring back into the day-to-day. Watch your leaders of the future thrive in such an environment.

Suggested format: *Something slightly strenuous, designed to push limits and see how people respond under physical and mental pressure. Maybe a winter walk upto Shining Tor from Chapel-en-le-Frith. Or an autumn hike around Bleaklow or Kinder Scout. 15km-20km.*

Client hospitality

Perhaps it's the remote landscapes we walk in or the lack of distraction from technology but Freshwalks brings people closer together. Conversations are focused and dig much deeper. The outcomes? Moments of serendipity. Emotional connections. Tighter relationships. And insights that create business opportunity. It's a simple formula spending quality time with clients and the antithesis of lavish, alcohol-fuelled client entertainment.

Suggested format: *Something fairly memorable – within sensible terrain - from a scenery and experience perspective. Maybe a spring/summer/autumn walk around the Vale of Edale or heading upto Shining Tor from Chapel-en-le-Frith. 20km.*

Creative and strategy days

Zuckerberg and Jobs. Beethoven and Dickens. Some of the greatest minds advocate the power of walking to boost mental performance and creativity. Research studies consistently validate that the human brain shifts into higher gears during light exercise such as walking. Freshwalks advocates taking creative and strategy days outside and better still, into inspirational surroundings where headspace can be freed up to solve business challenges as a team.

Suggested format: *A long but simple walk like our flat 20km route out of Hadfield along the Longendale trail.*



Michael Di Paola Founder

[LinkedIn Profile](#)

Michael is a co-founder of award-winning brand agency, Studio North, having started the business over 16 years ago in Manchester city centre.

He advises a range of clients from SMEs to international PLCs on brand, marketing and wider business development strategy.

Today, Michael is well known in the local business community for connecting people and ideas through a myriad of branded networks and regular events.

Always leading from the front with the purpose of bringing together like-minded souls for their commercial benefit and personal enjoyment.

In addition to these ventures, Michael is an ambassador for the Royal Manchester Children's Hospital charity, an alumni of Forever Manchester and provides pro-bono consultancy to other charities and organisations representing good causes.

He was a member of Insider's prestigious 42 Under 42 list in 2012 and recognised as the inaugural Man of the Year in 2013 by Downtown Manchester in Business.

Michael leads out on Freshwalks routes knowing how to both welcome and connect people, putting first-timers or nervous networkers at immediate ease. He is qualified in First Aid and medical training for urban, wilderness and hostile environments.



John Shinnick Associate

[LinkedIn Profile](#)

John is a portfolio non-exec director, currently with five appointments helping organisations to solve problems and identify opportunities. Separately, John also coaches and mentors four or five CEOs or managing partners at any one time. Current assignments range from FTSE100 to professional services firms.

A Grant Thornton partner for just short of 21 years; all spent working with dynamic people to make their businesses great; 12 years of which also involved leading Grant Thornton locations.

John has the technical capabilities and expertise that comes with this professional services background, but his focus has increasingly been on commercial

negotiation and strategy, getting the very best out of people and teams. To support this, John is an NLP Practitioner and European Mentoring and Coaching Council qualified.

John is also a trustee of MAG, (Mines Advisory Group), a non-governmental organisation that assists people affected by landmines, unexploded ordnance, and small arms and light weapons.

Recently reigniting his love of the great outdoors through Freshwalks, John is also a highly-skilled, commercial photographer who regularly captures the essence of Freshwalks through images of both people and landscapes. He also holds a National Navigation Award accreditation.



SAMPLE ROUTES



Longdendale Trail via Hadfield

Route Description

A gentle low-level stroll along the deep Longdendale valley following the route of the old Woodhead railway. Passing Torside and Woodhead reservoirs accompanied by rather spectacular moorland scenery in the shadow of Bleaklow.

Distance 13 miles / 21 kilometres

Max elevation 270m

Difficulty Moderate

Time 5hrs 15mins

Terrain Well defined paths & tracks

Landscape Grassy lowlands and reservoirs

Schedule

09:00 Meet for breakfast

09:46 Train departs Manchester

10:26 Train arrives in Hadfield

10:30 Start walk

13:00 Woodhead Tunnels - lunch stop

15:45 Return to Padfield
Return trains half hourly.



Lyme Park Circular via Disley

Route Description

A fine walk on the very edge of the Peak District, through the wooded paths of Lyme Park, climbing upto the Cage, passing the Hall and following the Gritstone Trail to reach the ancient Bowstones. This surprisingly hilly route with some magnificent views then loops back to the starting point in Disley.

Distance 8 miles / 13 kilometres

Max elevation 402m

Difficulty Moderate

Time 4hrs

Terrain Well defined paths & tracks

Landscape Grasslands and heath

Schedule

09:00 Meet for breakfast

09:49 Train departs Manchester

10:23 Train arrives in Disley

10:30 Start walk

14:30 Return to Disley
Return trains half hourly.



Kinder Downfall via Grindsbrook Clough

This route can be very challenging during winter months and the bogs and peat hags of Kinder Scout extremely unforgiving.

Route Description

A challenging hike across Kinder Scout involving a light scramble up the steep Grindsbrook Clough and rewarded by magnificent views at the summit. We then cut across the challenging terrain of the plateau to arrive at Kinder Downfall for lunch before returning to our starting point in Edale via Kinder Low.

Distance 10 miles / 16 kilometres

Max elevation 633m

Difficulty Hard

Time 6hrs

Terrain Mix of paths and challenging terrain (bogs, peat hags, watercourses)

Landscape Moorlands and gritstone

Schedule

08:00 Meet for breakfast

08:49 Train departs Manchester

09:32 Train arrives in Edale

09:40 Start walk

12:30 Kinder Downfall - lunch stop

15:30 Return to Edale
Return trains hourly.



Edale Circular via The Great Ridge & Ladybower

This route can be shortened to 20 kilometres and graded Medium by removing Win Hill and Ladybower from the itinerary.

Route Description

An epic walk around the Vale of Edale, climbing up Mam Tor before heading along the Great Ridge, past Hollins Cross and Back Tor towards Lose Hill. We then drop into Hope valley before climbing once more up Win Hill. The return journey takes us along the length of Ladybower reservoir before heading back into the valley and returning to Edale.

Distance 14 miles / 22.5 kilometres

Max elevation 517m

Difficulty Hard

Time 7hrs

Terrain Well defined paths & tracks

Landscape Grasslands, forest, reservoirs

Schedule

08:00 Meet for breakfast

08:49 Train departs Manchester

09:32 Train arrives in Edale

09:40 Start walk

13:30 Win Hill - lunch stop

16:00 Return to Edale
Return trains hourly.

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“Something a bit different. This was the brief I had for the long overdue event I wanted for my clients and team. Knowing Michael through Freshwalks, I knew he was well capable of leading a motley crew on a great day out in the local peaks so when he told me he was starting to lead private walks I knew that was the answer! The day was excellent on all levels. Right from meeting for breakfast through to the walk itself, Freshwalks managed it all which freed me up to enjoy great time and conversation with all who joined us. I wouldn't hesitate to recommend Freshwalks if you're thinking about a private guided walk. The whole day worked so well, I'm certain it is going to be an annual event, if not bi-annual!”

Roger Longden

Managing Director, There Be Giants

“What a way to set us up for the year ahead! The original idea was to simply head out for a team building session. Having personally attended and enjoyed the benefits of several public Freshwalks events, I knew a private walk would be a great opportunity to iron out any issues within the team and strengthen some internal relationships. But surprisingly, Freshwalks also gave us a fantastic platform for an incredibly productive strategy day. I loved it. But more importantly, the team loved it, even if it did push one or two out of their comfort zone! But that's not always such a bad thing is it?”

Mick Howard

Managing Director, Urban Bubble

“Having been on Freshwalks' city walks, I knew from first-hand experience that being out in the open air breeds natural and open conversations, which is perfect for consolidating old relationships or building new ones. With that in mind, we have recently had our second annual Private Wealth walk and what a success they have both been. The organisation is second to none. Michael caters to all of our guests, novice and experienced walkers alike. He spots opportunities and naturally brings people together who may have aligning interests. The feedback is without fail fantastic. I'm proud that people will associate these annual events with Irwin Mitchell Private Wealth. Long may they continue. Freshwalks even managed to guarantee us sunshine this year.”

Nathaniel Groarke

Partner, Irwin Mitchell

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