

FRESHWALKS



WELCOME TO FRESHWALKS



CONNECTING PROFESSIONALS IN THE GREAT OUTDOORS



MAKING CONNECTIONS

Freshwalks takes networking outdoors, connecting business people and professionals in a friendly, supportive environment that offers new insights and fresh perspectives. With no badges or time limits, members can simply focus on conversations with their peers.

BUILDING RESILIENCE

Freshwalks improves performance at work by bringing balance and perspective to business people and professionals. Our walks promote wellbeing at work by emphasising exercise, challenge and achievement through collaboration and knowledge sharing.

PROMOTING WELLBEING

Freshwalks helps you feel and perform better. In life and in business. It does this in five ways. Through an enhanced state of mental performance and wellbeing, improved physical fitness, collaboration with others, knowledge sharing and growing your network



WELCOME

"We're on the cusp of a working revolution in the way people think about business, work-life balance and personal health and we're keen to share this experience with like-minded professionals nationwide."

WELCOME TO FRESHWALKS

It's great to have you on board.

Freshwalks helps you feel and perform better. In life and in business. It does this by enhancing mental performance and wellbeing, improving physical fitness, encouraging collaboration with others, knowledge sharing and growing your network.

We're a vibrant community of business leaders (present and future), adventurers, entrepreneurs and go-getters with something in common: a passion for helping each other and getting outdoors to recharge the creative batteries on a regular basis.

I founded Freshwalks because I passionately believe in the power of community and the infinite possibility of what magic might happen when you bring like-minded people together in the right setting, removing the barriers that often hold them back.

We're on the cusp of a working revolution in the way people think about business, work-life balance and personal health and we're keen to share this experience with like-minded professionals nationwide.

The concept at the heart of Freshwalks is pretty simple: the transformational potential of an exhilarating walk in good company with informal networking and peer mentoring.

Our incredible community has, collectively, already walked around the world (40,075km as of Spring 2019) but once we've chalked up 100 million steps, our next big impact vision is to walk to the moon. It's going to need a few more of us to achieve that goal.

This pack is designed to give you a comprehensive overview of the Freshwalks experience, but the best way to engage is simply to book onto one of our walks and dive in.

I look forward to meeting you out in the hills very soon.

MICHAEL DI PAOLA
FOUNDER



FORMATS

"Freshwalks come in lots of different shapes and sizes, so you're guaranteed to find one that's pretty much perfect for you. If you just fancy a good walk in the great outdoors – with a bunch of interesting people – you've come to the right place."

WALKS FOR EVERYONE

FRESHWALKS CLASSIC

The classic Freshwalks format is simple but stunningly effective. There's a timetable but no agenda. There's a plan but it's always as loose as you want it to be. We go with the flow of a day and react to both nature and people, finding a pace that works for all. In a complex, fast-moving world, it feels good to slow right down and keep things simple.

Choose a distance ranging from 5km to 30km, from full day mountain hikes and half-day rambles in the hills to an easy two-hour countryside stroll. We also organise sunset picnics, sunrise walks and occasional family events.

What unites them all is the simple notion of walking and talking with like-minded souls within the business community. You could find yourself chatting supply chain management with a purchasing director or end up discussing the finer points of branding with a marketing exec.

Whoever you chat with on a Freshwalk, you'll return to the office (or kitchen table, or garden shed) with a head full of new ideas, fresh perspectives and a renewed sense of purpose.

FRESHWALKS CITY

Our City walks are bite-sized versions of the original experience, courtesy of our team of qualified tour guides and designed to get Manchester's business community walking more.

Lunchtime is perfect to stretch your legs around town and meet some amazing people, make valuable business contacts and return to the office buzzing with energy and ideas.

There'll be a few nuggets of local knowledge sprinkled across the walks but first and foremost, it's about learning something new whilst getting gentle exercise on carefully selected routes that will stimulate interaction and conversation.



FORMATS

**"Taking creative
problem-solving
back outdoors...
where it all began."**

WALKS FOR EVERYONE

FRESHWALKS TOURS

Our tours take switching off, networking and team building to the next level. These multi-day trips help nurture deeper connections amid the inspiring hill country of the Peak District, Lake District and Northern Ireland.

Freshwalks Tours take the successful elements of our Classic format to breathtaking destinations across the UK and Europe for enhanced social, cultural and educational experiences.

WALKSHOPS

Our walking workshops build upon the successful Classic formula, blending expert facilitation and coaching to add value and more tangible outcomes to your Freshwalks experience.

We exploit the Freshwalks spirit of collaboration to nurture and strengthen both individuals and teams through experiential learning techniques.

Walkshops can be structured across either half or full day hikes to suit availability, budget and objectives. Any number of different modules can also be combined together as part of a multi-day plan or a tour - including overnight stops if required.



FORMATS

"Nothing gets conversations flowing more naturally than taking a team of colleagues into the great outdoors. Watch your leaders of the future thrive on Freshwalks."

FRESHWALKS PRIVATE

Freshwalks welcomes everyone and that approach has served us well to date, building an incredibly diverse and open-minded community. However, if you're looking for something a little more intimate we regularly deliver all of the above formats on a private and bespoke basis.

EMPLOYEE ENGAGEMENT

Now, more than ever, progressive business leaders are putting employee engagement and the wellbeing of colleagues at the heart of their business strategy. Freshwalks events are the perfect way to reward high performance, reset thinking and revitalise busy minds. And commercially, it stacks up too. A physically fitter and mentally stronger workforce tends to be more productive, takes less time off, and communicates more effectively to overcome challenges.

CREATIVE AND STRATEGY

Some of the greatest minds advocate the power of walking to boost mental performance and creativity. Freshwalks events take creative and strategy days outdoors - into inspirational surroundings that shift perceptions and free up headspace to solve challenges as a team.

CLIENT HOSPITALITY

Perhaps it's the landscapes we walk in or the lack of distraction from technology but conversations become more focused and get beneath the surface. Thought processes open up and become more expansive. Perceptions shift and new possibilities emerge. The outcomes? Creative clarity. Emotional connections. Tighter relationships. And insights that create business opportunity

TEAM BUILDING

Nothing gets conversations flowing more naturally than taking a team of colleagues into the great outdoors. People open up, share ideas and concerns and demonstrate levels of empathy that are unlikely to emerge within an office setting or when working remotely. Watch your leaders of the future thrive on Freshwalks.



FIRST STEPS

"There's no need to exchange cards or scribble notes while you're walking, we will connect you to all your fellow Freshwalkers with a follow-up delegate list so you can continue your conversations."

READY TO JOIN A WALK?

When you're ready to sign up for your first Freshwalk, simply Head to www.freshwalks.co.uk, browse the routes and select your preferred option.

For guidance on the length, duration and challenge of the walk, consult the grading information on page 9. For advice on gear, hydration, food and other tips, consult the FAQs on page 10.

Once you've selected your first walk, you'll be redirected to an event booking page which will capture all the essential information we need to keep you safe and comfortable on the walk. We try to keep this to a minimum though if you register as a free Pay as You Go member (see page 8), you'll only have to do this once.

We'll send you a confirmation of the booking on receipt of payment then, a week or so before the walk, you'll receive a comprehensive itinerary and joining instructions.

We'll also include more information about the route, weather conditions and some suggestions on the clothing you'll need to keep warm, dry and comfortable.

POST WALK

There's no need to exchange cards or scribble notes while you're walking, we will connect you to all your fellow Freshwalkers with a follow-up delegate list so you can continue your conversations.

We will assume you are comfortable with Freshwalks sharing these details and we won't bombard you with marketing emails. You will have the option to change your marketing preferences at any time by emailing: hello@freshwalks.co.uk with the subject line: 'Unsubscribe'.



MEMBERSHIP OPTIONS

"Freshwalks membership is designed to enhance wellbeing and recognise outstanding work with time-off to recharge and refocus."

PAY AS YOU GO

Ideal for occasional Freshwalkers

We'll send you monthly emails to flag up forthcoming walks – all you need to do is pop over to the events page and book onto the routes that take your fancy. Be quick though, the popular routes often fill up fast.

BUNDLES OF TICKETS

Perfect for small businesses

Ticket bundles allow colleagues to sign up without the hassle of paying by debit or credit card every time. Choose how many ticket credits you'd like to buy up front and we'll send you an invoice and individual discount code that unlocks hidden free tickets. To redeem your credits, simply enter your bespoke discount code at checkout. We can even hold multiple tickets for certain walks while you decide which colleagues or clients might be joining us.

MEMBERSHIP

Maximum motivation. Minimal admin.

A Freshwalks membership package returns value in many ways – from just £45 per month. Each of our membership packages will give you and your team unrivalled free* access to our core events. Additionally, we will ensure your commitment is profiled and shared across our own networks, promoting and positioning your brand to a senior decision-making audience.

Whether it's about boosting team morale through employee engagement or creating an internal rewards programme that recognises outstanding work with 'time-off' to recharge and refocus, Freshwalks membership is designed to protect and enhance the mental wellbeing and physical fitness of your workforce.

Freshwalks membership can deliver an employer brand that will attract and retain the best talent and a more resilient team, empowered to learn, network and collaborate.

* Excludes tours and certain Freshwalks Private products



OUR ROUTES AND GRADING

"There's a world of difference between heading out on a fine Spring day and doing the same route on a winter day, battling hail and snow... but we reckon there's a route for everyone within our schedule."

AM I FIT ENOUGH?

Freshwalks generally fall into five categories, ranging from 'Easy' to 'Challenging'.

Some routes might also be graded differently dependent on the season or expected weather. There's a world of difference between heading up Grindsbrook Clough on a fine Spring day and doing the very same on a harsh sub-zero winter day, battling hail and snow!

We'll also make note of any special considerations such as exposure for vertigo sufferers in the pre-walk information we send out, but we reckon there's a route for everyone within our schedule.

EASY

Easy walks are accessible and enjoyable to all people of average fitness /5-10km and mainly flat.

MODERATE

Moderate walks require a slightly higher level of fitness - most people will be capable of completing them, but they might be a bit of a stretch for first-timers /10km-15km with some climbing.

MEDIUM

Medium walks are aimed at people who have completed a couple of Moderate routes without any difficulty or first timers who have done a lot of fell-walking /15km-20km with plenty of ascent.

HARD

Hard walks are demanding routes with sustained climbs and maybe some exposure. Designed for established hill-walkers /20km - 25km.

CHALLENGING

Challenging - aficionados only /25+ km and lots of climbing.



ANY QUESTIONS?

FAQS

"If you haven't done much hill walking before, we'd recommend an easy or moderate walk. If you're a more seasoned walker with an appetite for adventure, challenge yourself with a harder walk.."

AM I FIT ENOUGH?

This is one of the most regular questions we're asked in advance. Take a look at the grading information on Page 9 and pick the right distance for you. If you haven't done much hill walking before, we'd recommend an easy or moderate walk. If you're a more seasoned walker or fitness enthusiast with an appetite for adventure, challenge yourself with a harder walk.

WHAT ABOUT COMFORT BREAKS?

The majority of our routes (longer walks in particular) don't have any toilet facilities once we're on the trail. It's absolutely 100% OK to go find a bush or some big rocks when nature calls. If you need a few minutes - just ask the leader what 'cover' might be coming up soon on the route.

ARE YOU INSURED?

Yes. Freshwalks carries £2m of public liability insurance. Before you participate in a walk, we'll ask you to sign an online acknowledgement of risk form. The terms you accept within this agreement will also apply to future walks but we usually request a new signature every six months to ensure clarity around the risks involved.

I HAVE A MEDICAL CONDITION

We need you to declare this in advance and bring any essential medication with you. If you are in any doubt, consult your GP well in advance.

WHAT IF I GET ILL ON A WALK?

Your walk leader is trained and qualified in Wilderness First Aid suitable for the outdoors and environments we walk in. We will bring a first aid kit, torch, compass, map(s) and a survival bag to ensure the safety of the group is given maximum priority.



ANY QUESTIONS?

"You'll find conversations tend to flow spontaneously and regular short pauses create a natural opportunity to shuffle the pack..."

FAQS

WHERE DO WE STOP FOR LUNCH?

We aim to stop around halfway for lunch, but this is at the discretion of the walk leader, who will take prevailing weather conditions into account to identify a suitable lunch stop. Bring a packed lunch with you and hot and cold drinks. Jelly Babies are optional. If we're on schedule and the sun is shining, expect a leisurely lunch in a spot where you can enjoy some amazing views with pleasant company.

DO I NEED A 'PITCH'?

No. We will circulate your details to all participants in a follow-up email after the walk. We discourage direct sales pitches, but you will find the conversations tend to flow spontaneously and regular short pauses create a natural opportunity to 'shuffle the pack'.

DO I NEED ANY SPECIALIST GEAR?

Walking boots or shoes are recommended for maximum comfort. Avoid wearing jeans and bring a good waterproof. We recommend a layered approach to what you wear so you can increase and decrease warmth as required. Plan to bring three layers - a base layer, warm mid-layer such as a fleece and a waterproof outer. In winter, we'd also recommend gloves, a hat and a spare pair of socks.

WILL THE WALK GO AHEAD IN BAD WEATHER?

Walks will only be cancelled in the most severe weather such as a high risk of thunder and lightning, gale force winds or heavy snow. Ordinarily, a risk assessment will take place at least 48 hours before a walk. We'll assess the potential increased danger and always seek to find an alternative route if that's the case. Sometimes, we'll choose to still walk in challenging (but not dangerous) conditions and in this instance, Freshwalks usually offers walkers the chance to transfer to another walk.



ANY QUESTIONS?

"The majority of our walks include a handful of dogs and they always seem to have at least as much fun as their owners."

FAQS

WHAT HAPPENS IF I NEED TO CANCEL?

Refunds (or a transfer if you prefer) will be provided up to 7 days before a walk (9am the week before). Check out our cancellation and refunds policy on the website.

CAN I BRING MY DOG?

Yes. Your canine friends are most welcome on all of our walks unless explicitly stated otherwise. We'd draw your attention to the Countryside Code and insist you keep your dog on a short lead when we are near any livestock. And of course, please clean up after them. Please keep your dog under close supervision during the lunch break, when sandwiches may prove too much of a temptation and, of course, clean up after them.

We can't promise that every establishment we frequent before or after a walk will be as dog-friendly as we are. Information will be provided before each route when we're aware of any pubs or cafes that don't allow dogs inside.



MEET YOUR FELLOW FRESHWALKERS

FRESHWALKS STORIES



KELLIE NOON, ONNO TRAINING

"I've never been in a networking group that feels so truly engaged, supportive and welcoming. I've met some fantastic people who I hope will continue to be friends for life and who really support my work. It's the only networking I do now, and to be honest, it just feels like I'm catching up with good friends!"



HEATHER GRAY BRUNTWOOD WORKS

"When you're tramping across a field or up a hill with someone, you get away from the banal "what do you do?" type of questions really quickly, and start learning about who someone really is, what they get excited about, why they do what they do. I've never come across another way to form such strong bonds, in such a short amount of time, with a bunch of strangers - and I love it."



DR ALASTAIR JONES, CADENCE LEADERSHIP

"I've found Freshwalks to perfectly combine walking outdoors with meeting others in business. So I receive inspiration and support from other business people as part of the community, but also Freshwalks has facilitated life giving relationships that have helped me not only grow my business but even more importantly grown me as a person."



JAMES TORRY, DOODLEDO MOTION

"For me, Freshwalks has been about making new friends. Genuine ones. There are so many more benefits too: getting out of the office, change of scenery and support during some tough times all feature for me. But the bottom line, is when great people become great friends."



OUR PARTNERS

Mind Over Mountains



Mind Over Mountains are a mental health charity offering immediate and accessible support through therapeutic outdoor experiences.

Mind Over Mountains believe this time in nature, coupled with professional support is a powerful way to build resilience, talk without pressure and re-find stillness.

Mind Over Mountains events run throughout the UK, with bursaries available to those with the most challenging lives. Ranging from one day to 2-night stays, their programmes bring together professionally guided hill-walking, mindfulness and time in the company of experienced coaches and counsellors.

mindovermountains.org.uk



Fjällräven

Freshwalks has a brand partnership with Fjällräven. This entitles you to 15% off at the Manchester city centre store. You'll need to download and print off your Eventbrite ticket to redeem. Make sure the ticket includes details of the promotion or contact me for help.

fjallraven.com



PelliTec

Our attendees can also benefit from a 10% discount off PelliTec blister prevention pads by entering the discount code: Freshwalks

pellitec.co.uk



CONTACT US

How to get in touch

There's a complete schedule of walks which is regularly updated on our website:

www.freshwalks.co.uk

We're also active on most of the main social media platforms, where you'll find regular updates and shouts about our upcoming walks:

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

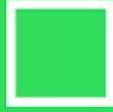
You can also email us with any specific enquiries, or to get added to our mailing list:

hello@freshwalks.co.uk

And if you're happy to share your mobile number with us, we will also add you to our WhatsApp groups, where you'll find lively chats about forthcoming walks, special events and our extremely popular walking weekends.



FRESHWALKS



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WWW.FRESHWALKS.CO.UK