



FRESHWALKS

PRIVATE



PRIVATE EVENTS

Rambles & hikes



Freshwalks creates closer business connections and promotes wellbeing to boost resilience, inspire creative thinking and bring balance to busy working lives.



Rambles & hikes

Our original Freshwalks format is simple but effective.

We've led more than 350 walks for busy professionals across the UK through a blend of our public walks where people buy individual tickets to meet others, and private walks on which businesses invite their team or network to strengthen relationships and disconnect for the day.

Watch our brand video [here](#)



We arrange rambles and hikes across the UK and while each walk will have its own bespoke plan and route, all follow a similar format.

Format

A typical day starts with the option to drive or take a train to the start point for our hike. Some will meet at the station for breakfast or coffee and meet walkers who've driven at the start of the walk.

Walks more than three hours will also include a picnic stop halfway round. We ask guests to bring their own packed lunch (water and snacks) - before returning to a country pub or cafe around mid-afternoon.



Team building



Employee engagement

Purpose



Creative & strategy



Client hospitality



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.



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 & 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.





CHILTERNS

LOGICALIS PLC

Employee engagement



PEAK DISTRICT

OBI PROPERTY

Team building



LANCASHIRE

HEARST

Client relationship



SOUTH DOWNS

IRWIN MITCHELL

Client relationship



Getting started

BRIEFING

via phone or video call

To some extent every walk we deliver is bespoke though we've plenty of established routes to suit requirements.

These are the things we'll discuss with you:-

- Route difficulty
- Location attributes
- Potential group size
- Preferred date and time
- Food and refreshment options
- What's included for guests
- Agree roles

We've extensive knowledge of walking routes, villages, pubs and cafes across the UK and will be able to make appropriate recommendations to best fit the brief.

And if you really don't know what you're after, we're here to help and advise on what sort of things we've seen work really well.

BOOKING

PDF proposal sent via email

Once we've understood your requirement, we'll quickly revert with a proposal which will suggest a location, route overview (with distance, uphill and timing data), a potential schedule and of course our costs (with optional extras if required).

Agree date & confirm booking

The important first step to confirming a booking is to agree a date. If inviting external guests, ideally you want to be allowing 8 weeks leadtime for the invitation and planning process ahead. We'll then send over our booking form including full event details to ensure clarity.

To arrange an initial consultation:-

Contact Michael Di Paola
michael@freshwalks.co.uk



Planning

INVITES

Preparing the list and content

No matter the audience we'll probably want to let people know they're invited as soon as possible and the one thing we definitely need you to do is produce an invitation list.

We recommend a short and sweet invitation is sent out directly from yourselves, even if a save the date initially.

We'll support on invitation copy and can help design something too. We're also happy to handle RSVPs on your behalf if you wish.

PLANNING

Detailed logistics & planning

Based on the original brief, we'll now be working on the granular detail of event delivery as well as contingency planning.

- Public transport options
- Parking arrangements
- Food & refreshment options
- Venue liaison
- Fine-tuning schedules

HEALTH & SAFETY

Recce & risk assessments

Behind the scenes, we'll be ensuring that colleagues and guests have a safe and enjoyable experience. New routes will be subject to a recce and our risk assessment will feed into our guest packs.

GUEST COMMUNICATIONS

Guest pack & e-mail comms

We'll create a branded event pack and supporting e-mail comms for your approval and will share this with guests in advance of the event. We can send directly and deal with any queries if you like. We do also ask guests to sign a risk disclaimer and confirm their attendance.

- Detailed route information
- Travel advice & schedule
- Equipment list
- Nutrition & hydration advice

All that's left is to look forward to the day itself and enjoy. See you in the countryside.

Throughout a career spanning three decades, **Michael Di Paola** has advised clients on brand, marketing and business development strategy. Today, as founder of Freshwalks, outdoors enthusiast, Michael loves to help and connect people by building communities and creating safe spaces within which they can confidently thrive. Michael still loves to lead from the front and knows how to put first-timers or nervous networkers at immediate ease on a walk. Join him on our mission to inspire the UK's business community to #GetOutdoors.



An experienced outdoor writer and editor, **Mark Sutcliffe** is a former editor of Country Walking and Lakeland Walker magazines and an occasional contributor to some of the UK's leading outdoor magazines – including Countryfile, Landscape and Trail. Mark launched the #walk1000miles campaign and is passionate about bringing the benefits of walking to a wider audience. More recently, he has written extensively about active travel in both urban areas and the rural fringe.



What's included

Initial consultation and ideas for your perfect private event

Route and logistics planning including venue liaison

Creation of branded guest event pack & supporting communications

Provision of legal disclaimers, relevant Covid guidance, risk assessments and insurances

Event management and route navigation provided by appropriate members of the Freshwalks team

Bring along all safety essentials in case of emergency (eg. GPS equipment, survival bag, first aid kit)



Rambles & hikes
(the original format)

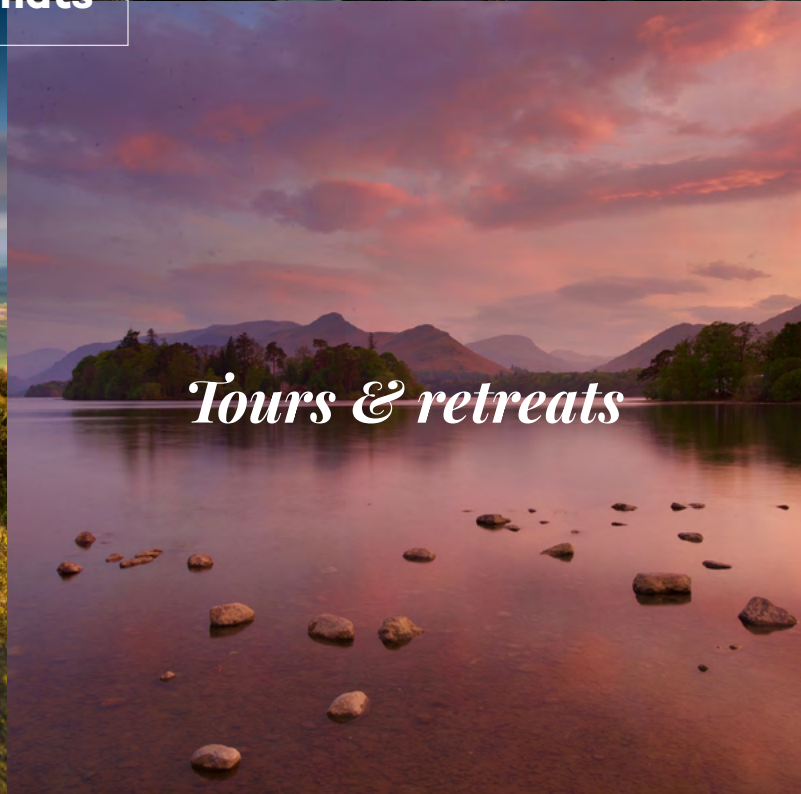


City walks

Formats



Walkshops



Tours & retreats

It's good to walk with **great company.**





Evelyn Partners & guests - Peak District (Summer 2021)

Expect a very warm welcome.

Michael Di Paola, Founder

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