



# FRESHWALKS FOR BUSINESS.

NETWALKING | PRIVATE EVENTS | COLLABORATIONS | SPONSORSHIP



WALKING THE WALK ON WORKPLACE WELLBEING



# FRESH CONNECTIONS. FRESH BODY & MIND. FRESH AIR. FRESH PERSPECTIVES. FRESHWALKS.

**Congratulations, you've taken the first step in walking the walk on workplace wellbeing.**

At the heart of Freshwalks, we believe an exhilarating walk in good company, alongside informal networking and peer mentoring has truly transformational potential.

We're amidst a working revolution. The way people think about business, work-life balance and personal health is shifting rapidly. We're keen to connect like-minded professionals nationwide so collectively we flourish in the new-normal.

Since our first walk on Bleaklow in 2014, we've welcomed 7,000 walkers and racked up 125 million steps. In this time, we've listened to our community and grown - from an urban lunchtime walk to a full day trek, there's something for you.

Businesses can engage with Freshwalks in a number of ways, from accessing our netwalking programme, designing a private walkshop or sponsoring an event series.

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

Michael Di Paola  
Founder | Freshwalks.







**NETWALKING**



**PRIVATE EVENTS**

ENGAGE



**COLLABORATIONS**



**SPONSORSHIP**



# NETWALKING





# NETWALKING.

**We organise a regular series of netwalking events in the north west region with ambitions to extend reach in the years ahead.**

These events attract a vibrant and growing 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.

And everyone is welcome to join us.

Watch our brand video [here](#)



## Why get involved?

Accessing our netwalking events is the easiest and most cost-effective way of getting involved with Freshwalks.

Our formats are the perfect antidote to the downside of modern hybrid working. For remote workers and disconnected teams, reliant on technology for daily communication, this return to nature and human interaction works actual wonders.

Freshwalkers thrive through community, shared purpose and sense of achievement.

The outcomes? Happier, healthier people.

- Senior executive headspace
- Colleague wellbeing
- Employee engagement
- Business development
- Create brand awareness
- Client relationship building





## CLASSIC HIKES

### **The original Freshwalks format.**

Full day hikes (15-25km) across mountains, hills or moorland with a picnic stop halfway round and a good pub to finish with.



## CLASSIC RAMBLES

### **A more social and relaxed vibe.**

Shorter routes (10-15km) with less uphill and easier terrain. But no compromise on scenery, experience or pub choice.

## FORMATS



## SUNSET WALKS

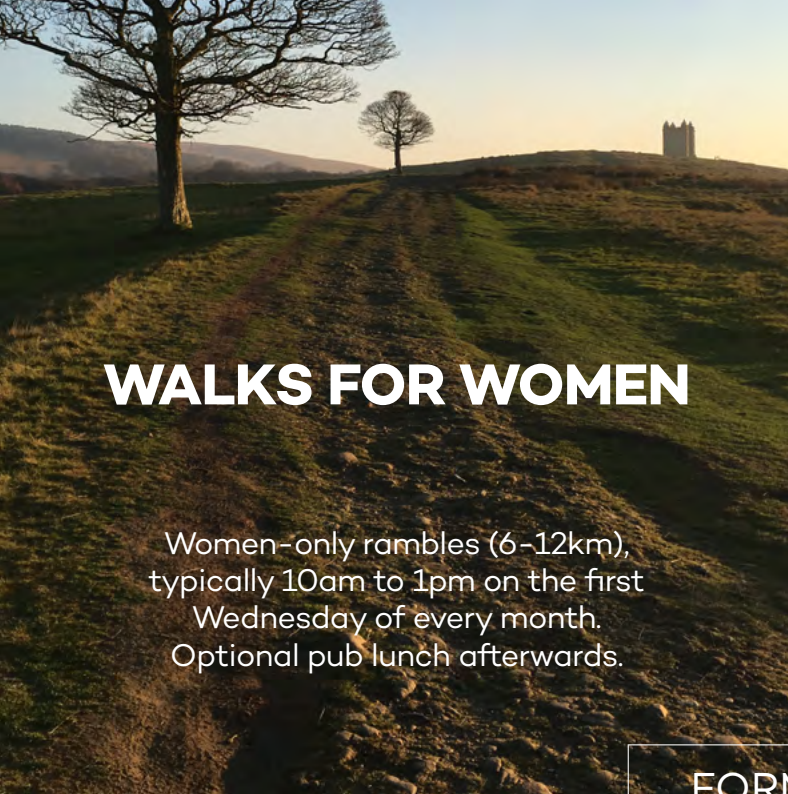
Midweek hikes (6-12km)  
to enjoy sunset from the hills  
March to September



## SUNRISE WALKS

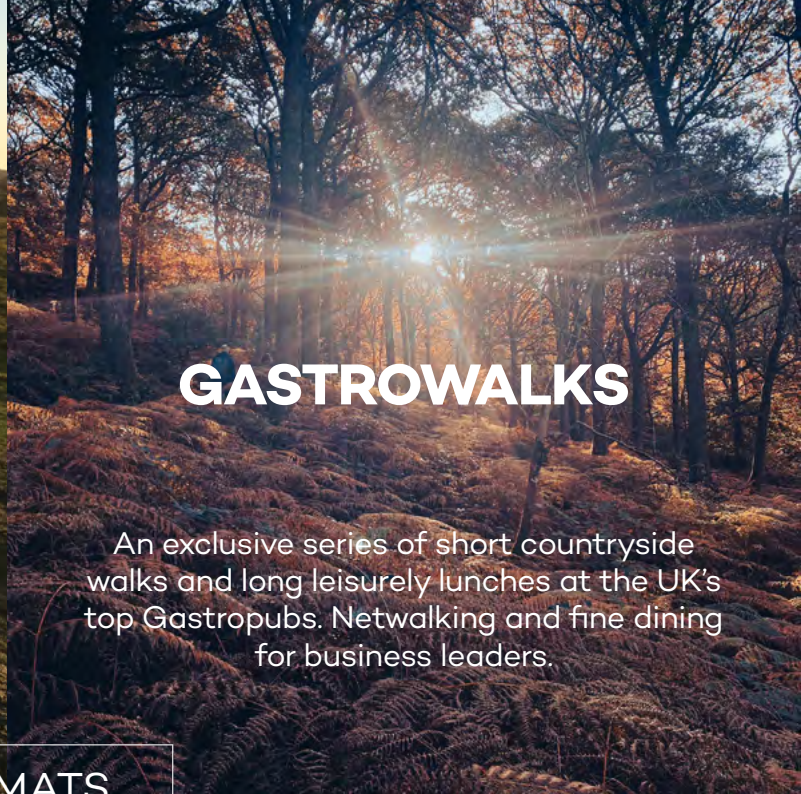
Pre-dawn hikes (6-12km)  
to catch sunrise from the hills.  
October to February





## WALKS FOR WOMEN

Women-only rambles (6-12km), typically 10am to 1pm on the first Wednesday of every month. Optional pub lunch afterwards.



## GASTROWALKS

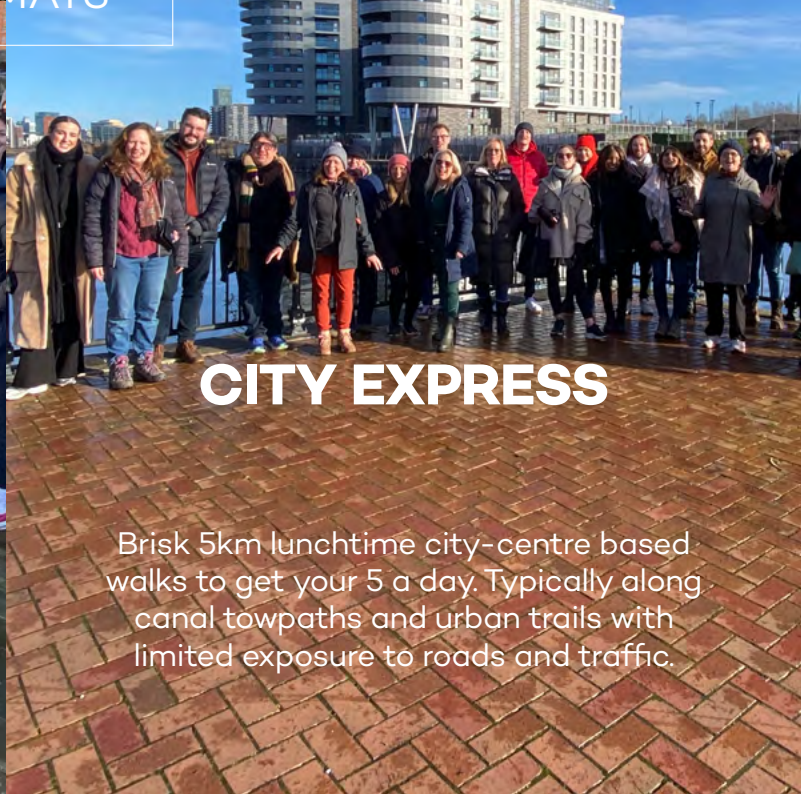
An exclusive series of short countryside walks and long leisurely lunches at the UK's top Gastropubs. Netwalking and fine dining for business leaders.

### FORMATS



## CITY TOURS

Short lunchtime urban walks combining netwalking and themed educational or history tours with qualified guides.



## CITY EXPRESS

Brisk 5km lunchtime city-centre based walks to get your 5 a day. Typically along canal towpaths and urban trails with limited exposure to roads and traffic.





# PAYMENT OPTIONS.

## MEMBERSHIP

### **Maximum motivation. Minimal admin.**

A Freshwalks membership package returns value in many ways – from just £25 per month for individuals and £100 per month for businesses. Each of our packages will give you and your team unrivalled access to our Rambles & Hikes. 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.

\*Corporate membership only (from £200 per month)

## 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.



A man, Michael Di Paola, stands on a rocky mountain peak. He is wearing a blue jacket, a beanie, and a backpack. Behind him is a vast landscape featuring a large lake, a town, and rolling hills under a dramatic, cloudy sky.

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

**Michael Di Paola, Founder**

Skiddaw (931m), Lake District



# PRIVATE EVENTS





# PRIVATE EVENTS.

**For a bespoke and intimate experience with colleagues or clients we recommend organising a Freshwalks Private event.**

We offer all of our formats on a private and exclusive basis so you can choose your date, name your location and tailor the timings of a day to suit. Of course, we'll help to guide you on the way.

So whether it's getting the troops out for a bonding day to strengthen relationships or spending quality time with valued clients or prospects, let us know and we'll hatch a perfect plan together.



## Inspiration

No two events need to be the same. We can even blend formats to create the perfect guest experience.

Here are some ideas to consider:-

### For colleagues

- Team-building hikes
- Resilience or Wellbeing Walkshops (with our expert associates)
- Strategy or planning day
- Team or leadership retreat

### For clients & prospects

- Netwalking rambles (urban or rural)
- Exclusive Gastrowalks event for key clients
- Sector educational Walkshops (you deliver content, we deliver the rest)
- Overnight tour





## RAMBLES & HIKES



## GASTROWALKS

## PRIVATE EVENTS



## WALKSHOPS



## TOURS & RETREATS



# RAMBLES & HIKES.

## **The original Freshwalks format.**

Sometimes, there's no need to complicate matters. Head to the countryside. Have a great walk. Relax in front of a roaring fire or beer garden afterwards with good food. Magic.

The simplicity of bringing colleagues or clients together, putting them in the right setting and providing just about enough structure, works a treat every single time.

But the magic starts with our briefing process, a deep dive into your audience, objectives and culture. We're spoilt for choice on walking options so asking the right questions helps us filter location, route and venue.

Once signed off, we'll get stuck into the detail, planning and managing the entire event process so you don't have to. Risk assessments, exit strategies, route recces (when necessary) and impactful guest communications ensure safety, comfort and a first class experience.







# Rural escape for city slickers

## Edale & Kinder Scout | Peak District

Sometimes, even city slickers need to escape urban chaos and head for the sanctuary of the hills for a rewarding walk with colleagues.

OBI is a Manchester-based property consultancy led by CEO, Will Lewis who has built a strong team with big personalities and boundless energy. Getting outdoors for a proper hike in the hills is always the perfect tonic for a hardy bunch and suits their unique culture.

The shared sense of achievement and beer garden celebrations have become a widely-cherished annual fixture for colleagues to experience the OBI difference.

[www.obiproperty.co.uk](http://www.obiproperty.co.uk)







# Leading architects of change

## Goring & Streatley | North Wessex Downs

When [Bob Bailkoski](#) became global CEO of **Logicalis** in March 2020 he couldn't envisage the type of challenge immediately ahead.

Leading 6500 architects of change through a global pandemic was never going to be easy but as technology experts, Logicalis were better equipped than most to adapt to a new normal of remote and hybrid working.

Now it was time for Bob to get up close and personal with his group leadership team and spend some quality time, side by side.

A day of empathy, inspiration and cultural reconnection well spent on the North Wessex Downs.

[www.logicalis.com](http://www.logicalis.com)



**LOGICALIS**  
Architects of Change





# A winter ramble & refuel

## Entwistle | Lancashire

The **Country Living** media team approached Freshwalks for inspiration on a healthy alternative to the tired and traditional boozy Christmas client event.

Our Winter Ramble & Refuel format took us to the Lancashire countryside and the request train station stop of Entwistle on the Bolton-Blackburn line. A brisk walk around the local reservoirs with a stunning pine forest backdrop was the perfect tonic ahead of the busy festive period. And the perfect way for the Country Living team to reconnect with ad agency clients. Guests joined from the likes of Mediacom, PHD, Open Partners and Dentsu and enjoyed a tasty buffet back at the Strawbury Duck village pub.

The event was such a success, we're planning a follow-up event in the Surrey Hills for the London team.

[www.hearst.co.uk](http://www.hearst.co.uk)

**HEARST**



# GASTROWALKS.

## Welcome to Gastrowalks.

These events build upon our trusted Freshwalks formula, slowing the pace down and raising the culinary bar as we embark on a tour of some of the UK's top gastropubs.

Expect beautifully curated routes in stunning locations, followed by menus expertly crafted with the innovation and passion you'd expect from chefs at the top of their game.

In a nutshell, these short countryside walks and long leisurely lunches will provide outstanding netwalking and gastronomic experiences for business leaders.

## Sample schedule

08:00	Breakfast (optional)
09:00	Train departs
10:00	Walk starts (approx 10km)
12:00	Pub stop (optional)
13:15	Walk finishes
13:30	Sharing banquet
16:30	Return transport







# A proper property feast

## Hope Valley | Peak District

**Kellen Homes** builds beautiful, modern and energy-efficient homes for people who value quality and style.

In May 2023, they asked us to organise a private event for a handful of colleagues and a carefully curated guest list of external partners. The brief was to deliver an inclusive, relaxed ramble followed by some first class apres-hike action. Our proven Gastrowalks formula was the obvious solution as we walked from a Hope Valley train station to one of the Peak District's hidden gem gastropubs. There was even time for a quick beer garden stop en-route before an outstanding afternoon sharing banquet feast and coach journey back to the station.

"Thanks so much for a brilliant day yesterday! We loved it and all the guests did too. Planned perfectly as always!" Eleanor Ogilvie, Kellen Homes.

[www.kellenhomes.com](http://www.kellenhomes.com)



**KELLEN**  
HOMES



# WALKSHOPS.

**Our walking workshops build upon our successful Rambles & Hikes formula, blending expert facilitation and coaching to help nurture and strengthen both individuals and teams.**

Working alongside a team of specialist associates we've devised modular options to address typical organisational challenges.

Modules can be adapted or we can design fresh content to suit specific training and development objectives.

Walkshops are also super flexible. They can be delivered entirely on the move as an informal walk & talk or within a hybrid format, seamlessly combining indoors and outdoors elements with a bespoke morning session.

They can be standalone half or full day events, a complementary series or even delivered as part of a working retreat or conference.

We promise to make every learning experience enjoyable, memorable and highly effective.







## LEADERSHIP

In these volatile times we require a new understanding of leadership and teamwork. Instead of commanding, it means coaching. Instead of long-term planning by the few, it means facilitation, collaboration and improvisation by highly effective teams.



## RESILIENCE

Using nature as a teacher is an enjoyable and impactful way to improve ourselves, our teams and our organisations. As we become tenacious, resilient and confident in our abilities we learn to better cope with these complex and transformational times.



### SAMPLE MODULES



## BALANCE

We'll look at the challenges of a heavy workload, particularly when working hard is not optional and will cover how increased productivity and a more robust approach to boundaries will create a better work-life balance. Practical and interactive.



## TRANSFORMATION

Addressing the challenges and benefits that can be experienced by a team in a period of change or growth. We will look at some of the theory around change, how different people respond to change and what is behind any resistance.





## LEADERSHIP



## Tyler Grange

The 'TG Tribe' provide expert consultancy in landscape planning, ecology and arboriculture. We organised a bespoke leadership workshop at Rudyard Lake, Staffordshire. The morning session inside the boathouse included interactive exercises on self-awareness, effective communication and decision making before an afternoon stroll around the lake.



**Tyler  
Grange**





## RESILIENCE



## Bruntwood

Commercial property specialists, Bruntwood walk the walk when it comes to colleague wellbeing. Walkshop director, Martin Murphy, delivered a Resilience Walkshop to their Birmingham team in the Shropshire Hills and used light interactive exercises to encourage self-reflection and group discussion.

**bruntwood**





## BALANCE



## Fieldfisher

We took the property team from Fieldfisher's Birmingham office to the Shropshire Hills for a Balance Walkshop and a day of team bonding with a clear objective to improve work productivity and life balance. The morning session was delivered "al-fresco" in the King's Arms beer garden by Freshwalks specialist associate Cath Brown before a stiff climb of Caer Caradoc.

fieldfisher





## TRANSFORMATION

### JD Sports

We discussed the impact of change on a fast-growing and busy legal team, how different people respond to change, including their personal reflections and practical strategies to make the process less painful.

Conversation flowed freely out in the Lancashire countryside and we had a final short session in the pub while food was being prepared to ensure that any actions were captured.





# TOURS & RETREATS.

**In a world of hybrid working, regional offices and diluted human interaction, forward thinking organisations understand the business value and commercial benefit of physical time together and shared, memorable experiences.**

To shape and protect culture.  
To better understand each other.  
To be more creative together.  
To share. To belong. To enjoy.

Our multi-day tours and retreats (across UK & Europe) are the platinum standard, taking our brand concept to a whole new level with a potent blend of walking, social, cultural and culinary experiences.



Chateau de Chillon, Switzerland (May 2022)

## Magical experiences

Over the past five years, we've organised magical trips from the Lake District to the Swiss Alps and from Northern Ireland to the Yorkshire Dales.

Each tour is lovingly curated with a delicate balance of outdoors adventure and social experiences, with layered options for those colleagues who like to get stuck in and for those who prefer to wind down.

- Executive retreats
- Annual planning or strategy meetings
- Leadership or management training
- Cultural alignment & immersion trips

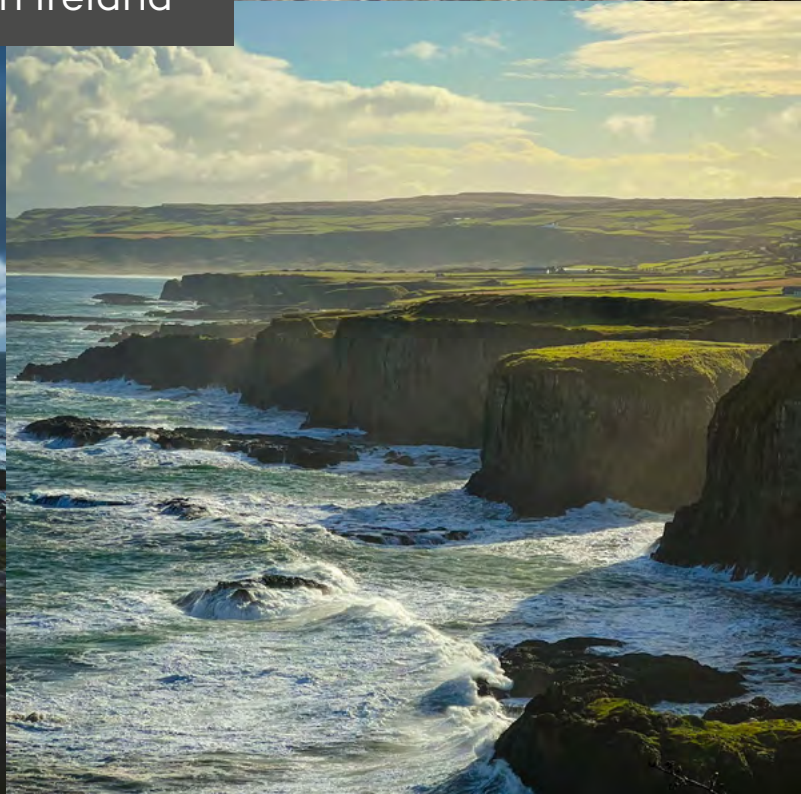
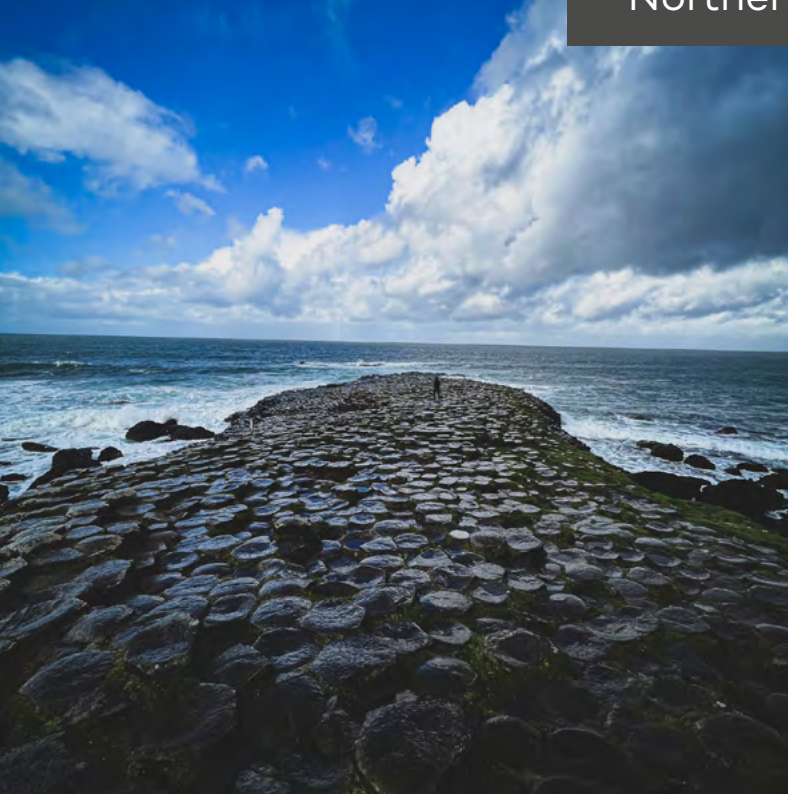
Why not try a **CityHike Tour** somewhere like Lausanne or Belfast (with regular and cheap flights) where you can easily access the Swiss Alps or Mourne Mountains yet still immerse yourself in the culture and nightlife of two amazing cities?

Or perhaps escape the noise and fast pace of urban, corporate life to enjoy a **Wilderness Retreat** in the the Yorkshire Dales or Lake District?





Northern Ireland







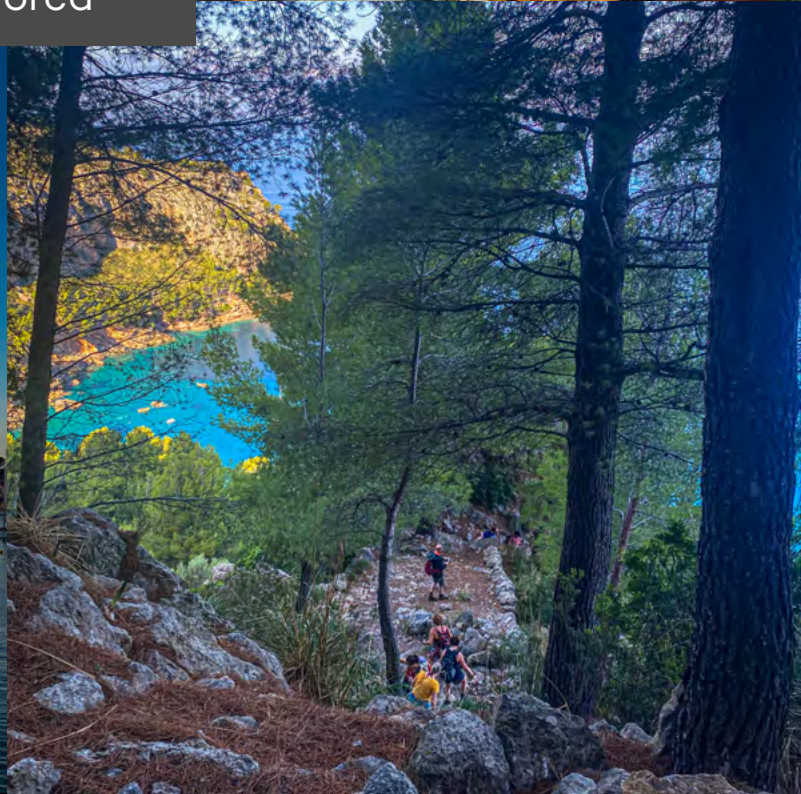
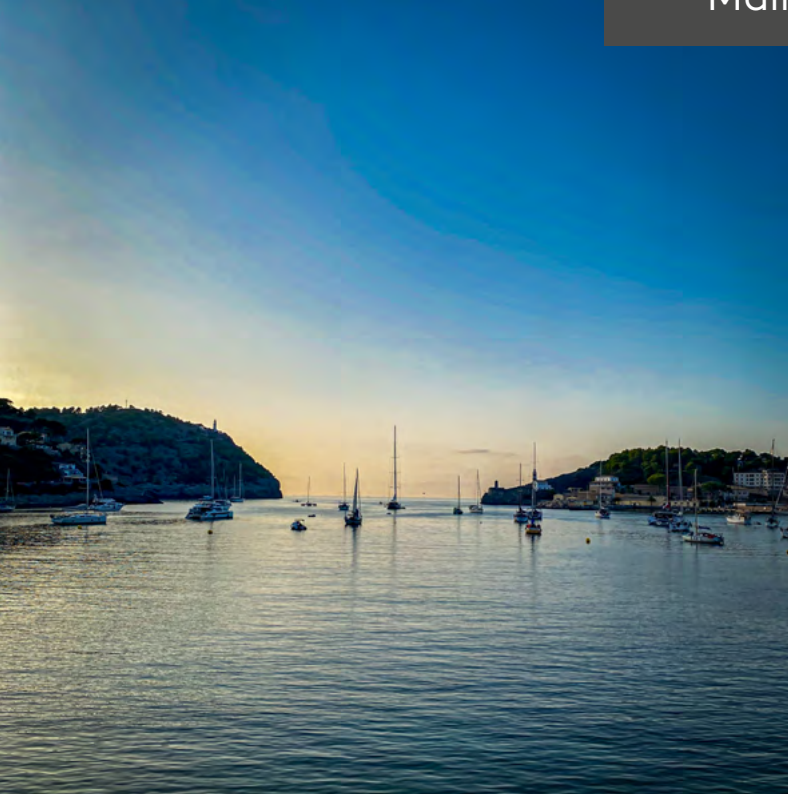
Switzerland



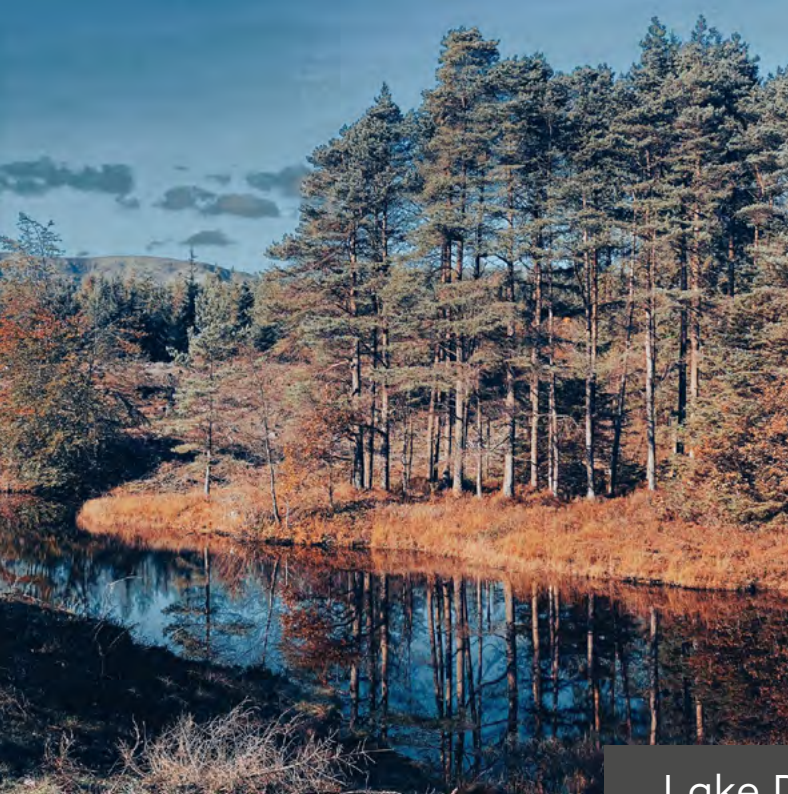




Mallorca







Lake District





# COLLABORATIONS





# COLLABORATIONS.

**Collaboration is at the heart of the Freshwalks brand ethos. It's what underpins our community spirit and makes the sum of our collective parts so special.**

So we're always interested in speaking to large businesses, other networking groups, trade bodies and membership organisations about creative partnership models for shared event formats.

In certain circumstances, we're even happy to white label and power your own regular walking series from behind the scenes.



## Why collaborate?

You're tapping into serious outdoors skills and event management expertise. As well as unrivalled location, route and venue knowledge we also look after all the health and safety essentials including risk management and legal disclaimers.

**Collaboration events** have two key characteristics which differentiate:-

- Unlike the fixed fee of a private or sponsored event, collaborations will usually be advertised and tickets put on sale.
- Though we might agree minimum numbers, we'll typically experience the rough with the smooth on revenue and attendance.

It might help for us to also promote the event and your brand will be exposed to our audience which includes thousands of senior business decision-makers.

**We're flexible and open-minded about how such a partnership can work, so let's talk.**





# Property women go netwalking

## **Women in Property NW | Regional collaboration (Bi-monthly)**

Women in Property creates opportunities, expands knowledge and inspires change for women working in the property and construction industry. They organise events across the country, ranging from workshops and seminars, to site visits, networking lunches and sports events.

In 2020, Freshwalks organised a Peak District netwalking event for the North West committee and the relationship has blossomed ever since. We now jointly organise half a dozen member events a year and the ramble plus lunch format has proved very popular. North west regional chair, Nicola Rudman comments: “Freshwalks have proved an invaluable partner and always ensure our members are well looked after. As a busy organising team, it’s reassuring to have a reliable partner delivering fantastic events we’re proud to put our name to.”

[www.womeninproperty.org.uk](http://www.womeninproperty.org.uk)







# Getting your five a day

## City Express | Collaboration (Monthly)

Our popular **City Express** format involves a lunchtime 5km urban netwalking experience followed by optional lunch to continue conversations sparked on the move.

It's the perfect vibe for busy professionals who struggle to find time for our countryside hikes. Instead, our creative routes access canal towpaths, urban trails and green spaces. With this in mind, it made perfect sense to collaborate with **pro.manchester** the largest business development organisation in the North West.

Rachel Tetlow says: "We love working with Freshwalks and love City Express which enhances our Wellbeing programme. The netwalking series is extremely popular with our members who welcome the opportunity to get away from their desks, make new connections and get their steps in – all within their lunch hour. The feedback is always wonderful."

[www.pro-manchester.co.uk/](http://www.pro-manchester.co.uk/)



pro-manchester



A group of hikers is seen from behind, walking along a dirt path on a grassy hillside. The hikers are wearing various outdoor gear, including backpacks and jackets. The landscape is expansive, with rolling hills and a distant mountain peak visible under a dramatic, sunset-colored sky. The word "SPONSORSHIP" is overlaid in large, white, bold capital letters in the center of the image.

**SPONSORSHIP**



# SPONSORSHIP.

**Forging a deeper relationship and aligning your brand with Freshwalks works on multiple levels through our sponsorship packages.**

Whether it's a desire to demonstrate commitment to colleague wellbeing, increasing brand and networking visibility or reaching new audiences, connecting with the Freshwalks vibe is always a positive experience.

Packages are surprisingly cost-effective and can be tailored to suit. They usually involve sponsoring a series of walks, perhaps a particular format, sector or region.

## Benefits

- A stronger employer brand helping to recruit and retain talent
- Cost-effective, regular solution for client and prospect relationship building
- Brand exposure and promotion to our community and across our channels

## Opportunities

**By format:** from our inspiring sunrise walks to educational city tours, we've likely got a format to suit your brand and audience.

**By sector:** position your business at the heart of your sector by sponsoring a regular series of industry-specific rambles or hikes.

**By place or region:** improve your local brand presence by sponsoring a series of netwalking events in a particular region. We've also delivered several walks to showcase property and place, driving footfall, social content and brand awareness.







# Getting Merseyside moving

## Merseyside & the Wirral | Regional sponsorship (Quarterly)

We first brought Freshwalks to Merseyside in May 2018 and ever since, our community there has thrived. From magical Hilbre Island to an expansive Sefton coastline, the region offers stunning netwalking opportunities with an emphasis on easy, inclusive routes and relaxed conversations.

In 2022, we kicked off a new regional partnership with **Haines Watt** and **Bathgate Business Finance** who co-sponsor our vibrant series of quarterly regional events.

Both companies have seized the opportunity, rubber-stamping their positive commitment to workplace wellbeing and using the partnership effectively to regularly catch up with trusted colleagues, valued clients and to make new business contacts.

[www.hwca.com](http://www.hwca.com)

[www.bathgatebf.co.uk](http://www.bathgatebf.co.uk)







# The Hospitality Hike

## North west | Sector sponsorship (Quarterly)

Nell's and Sixty Eight People are the driving forces behind **The Hospitality Hike**, our popular event dedicated exclusively to supporting the hospitality sector.

Once a quarter, we invite hospitality professionals to swap the intensity of their daily pressures for the open pastures and sweeping valleys of the Peak District.

Guests are able to enjoy fabulous scenery whilst reflecting upon mutual challenges helping to foster a spirit of collaboration for the future.

Charlotte Heyes, director, Nell's, says: "Our sector has faced huge challenges in recent years - but we're all in this together - and we've been proud to support our own people and the wider hospitality community through this collaboration."

[www.sixtyeightpeople.com](http://www.sixtyeightpeople.com)

[www.nellspizza.co.uk](http://www.nellspizza.co.uk)

**NELL'S** | **SIXTY EIGHT  
PEOPLE**





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



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







**Expect a very warm welcome.**

Michael Di Paola, Founder

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