



# Warm Welcome Week

19<sup>th</sup> to 25<sup>th</sup> Jan 2026



Warm Welcome Week

19<sup>th</sup> to 25<sup>th</sup> Jan 2026

In January 2026 we are launching our second Warm Welcome Week. Timed to coincide with ‘Blue Monday’ the week will boost awareness of Warm Welcome Spaces so, together, we can reach more people at this challenging time of year.

But it only happens with you.

This toolkit provides you with the messaging, graphics and, most importantly, the inspiration to help make Warm Welcome Week a success.

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## Warm Welcome Spaces

## Warm Welcome Week

19<sup>th</sup> to 25<sup>th</sup> Jan 2026

Warm Welcome Week aims to engage and mobilise the Warm Welcome community in positive activity so as to:

- Raise awareness so people can find a space near them.
- Encourage more community spaces to become Warm Welcome Spaces.
- Promote opportunities to engage partners and ambassadors.
- Encourage more individuals, partners, local authorities and others to make the 100% Pledge for a Warm Welcome for All.

# Chase the blues away... with red, orange, purple & pink!

**During Warm Welcome Week we're giving 'Blue Monday' a makeover. We are asking everyone to wear warm colours and get creative with pinks, oranges, reds and purples to chase the blues away this January.**

It will be fun and exciting, but with a serious message and purpose. For too many people, January is the coldest, loneliest and most challenging time of the year – in recent years the phrase 'Blue Monday' has been adopted to describe the month's lowest point. As well as taking its toll on mental health this long, dark month can be financially difficult and many households face the stark choice between heating and eating.

**Not everybody knows that there is help out there; not everybody knows there are Warm Welcome Spaces near them where they can find community, connection and belonging.**

There are currently over 5,500 Warm Welcome Spaces in the UK, forming what Gordon Brown called a 'chain of hope' across the country. For Warm Welcome Week, we want to sing it from the rooftops and raise awareness, so that everyone knows how to find their nearest space. Because we are committed, now and long-term, to a 100% pledge for a Warm Welcome for all.

**Together, in Warm Welcome Week, we will create a surge of warmth and positivity in the bluest week of the coldest month.**



**Warm  
Welcome  
Week**



Warm Welcome Week

19th to 25th Jan 2026

‘Get Ready’ Poster

Display this poster as soon as possible to build interest and anticipation for Warm Welcome Week.

Chase the blues away... with red, orange, purple & pink!

This January, we’re taking ‘Blue Monday’ back by giving it a colourful makeover. We’re inviting everyone to embrace a warming palette – whether you simply pop on an old orange bobble hat, or get creative with craft or cooking, together we will chase away the blues this winter.

The time around Blue Monday can be tough for many people. We need them to know there is always a warm welcome here.

Get ready for Warm Welcome Week - and don’t forget to share your warming pictures with us!

#WarmWelcomeWeek



19th to 25th Jan 2026  
www.warmwelcome.uk





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#WarmWelcomeWeek



19<sup>th</sup> to 25<sup>th</sup> Jan 2026  
[www.warmwelcome.uk](http://www.warmwelcome.uk)





# Warm Welcome Spaces

# Warm Welcome Week

19th to 25th Jan 2026

## Get Ready Empty Belly Poster

This version of the poster has space to add details of your activity

6

#WarmWelcomeWeek 🧡💛💜💖





Warm Welcome Week

19th to 25th Jan 2026

Get Ready Empty Belly Poster  
(alternative)

This version of the poster has space to  
add details of your activity



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#WarmWelcomeWeek

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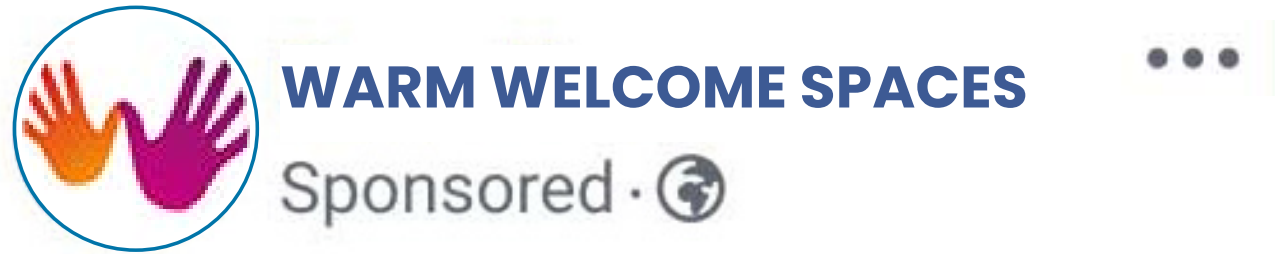


Warm Welcome Week

19<sup>th</sup> to 25<sup>th</sup> Jan 2026

Social media

With a strong visual theme, Warm Welcome Week is built for social media – encourage everyone to share the warmth by wearing bright clothes or creating bright things – see the following pages for inspiration.



19th to 25th Jan 2026 – save the date  
to chase away the January blues  
(with red, orange, purple & pink!)  
#WarmWelcomeWeek 🧡💛💜💖



WWW.WARMWELCOME.UK  
WARM WELCOME WEEK

FIND OUT MORE

👍❤️ 541 26 Comments 87 Shares

👍 Like    💬 Comment    ➦ Share    👤 ▾



Warm Welcome Week

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Social media

With a strong visual theme, Warm Welcome Week is built for social media – encourage everyone to share the warmth by wearing bright clothes or creating bright things – see the following pages for inspiration.



**WARM WELCOME SPACES**  
Sponsored · 

Join us and chase away the January blues... 19th to 25th Jan 2026  
#WarmWelcomeWeek 🧡💛💜💖



[WWW.WARMWELCOME.UK](http://WWW.WARMWELCOME.UK)  
**WARM WELCOME WEEK**  
[FIND OUT MORE](#)

 541

26 Comments 87 Shares

 Like  Comment  Share 



Warm Welcome Spaces



And here's something I made earlier!  
#WarmWelcomeWeek

During Warm Welcome Week, we're giving Blue Monday a bright new wardrobe of pink, orange, purple and red.

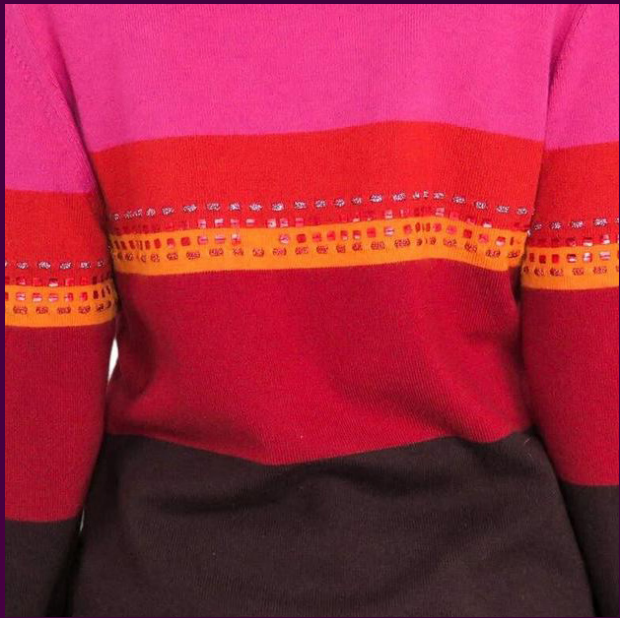
And we want you to get involved! Whether you just wear your favourite red cardie, or go the extra mile with your creative genius, we would love you to share your photos with us.



Heart warming :) #WarmWelcomeWeek



I'm going all in! Chasing those blues away for #WarmWelcomeWeek



"I may not be able to knit," says Karen, from Cirencester, "but my mum rustled up this cool purple hat for me to wear during #WarmWelcomeWeek!"



Even Dobbie is chasing away the blues #WarmWelcomeWeek!"



# Warm Welcome Spaces

## It's not just about clothes and knitting!

You might want to use crafts to beat those winter blues. You might rustle up a hearty and warming spiced pumpkin soup, or mark it with some hot licks on a red guitar.

Offices - for a fun team-building day with a warming twist, form pink, orange, purple and red teams and have a sponsored day of games!

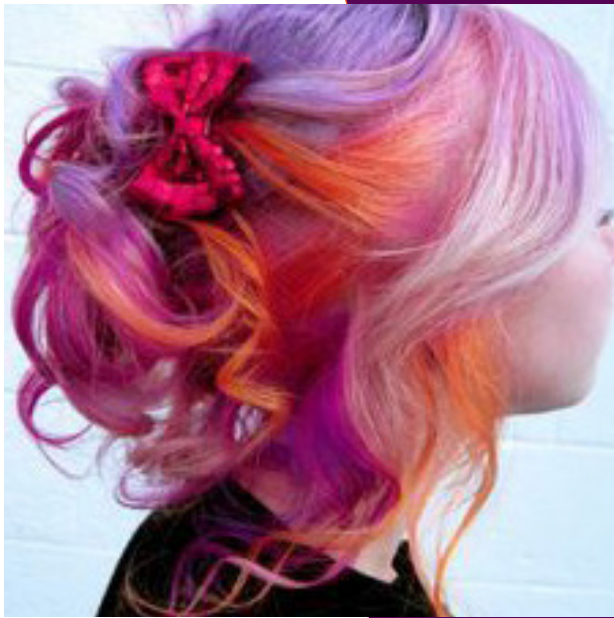
Whatever it is, be it hairdressing, pottery or painting, we want you to mark Warm Welcome Week however you want! And whether you get involved at home, or do the activities at a Warm Welcome Space, we cannot wait to hear from you and see your fun photos!



My daughter Jess came along to help me volunteer, and she insisted we both had beautiful purple face paintings! #WarmWelcomeWeek



We were delighted when local florists, Persephone Grace, brought colourful bouquets to add even more warmth to Malmesbury's Warm Welcome Space. #WarmWelcomeWeek



We're chasing the January blues away with new hair! #WarmWelcomeWeek



When Paul from Bicester volunteered for #WarmWelcomeWeek, he said: "I'm no Blue-Beard."



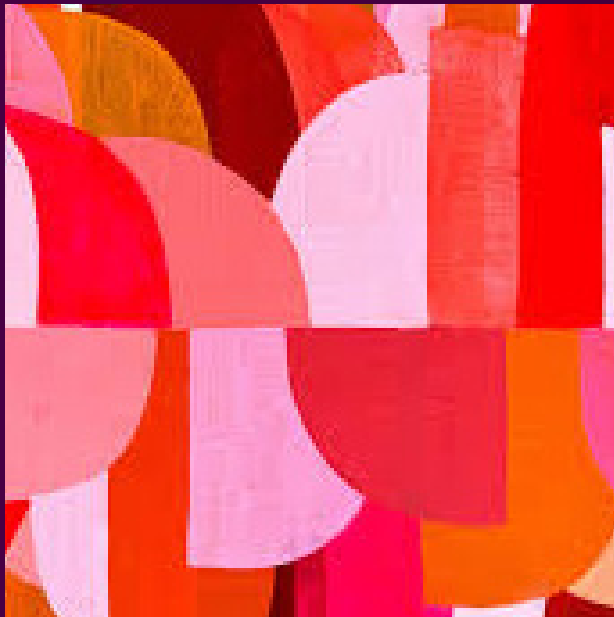
Local potter, Paul Dryden, has made us a set of cups to use at the Droitwich Warm Welcome Space for #WarmWelcomeWeek.



Arijit from Croydon has rustled up this hearty carrot and coriander soup for #WarmWelcomeWeek



Ken showed up today to play some blues... on his red guitar. Chasing those blues away #WarmWelcomeWeek





Warm Welcome Week

19<sup>th</sup> to 25<sup>th</sup> Jan 2026

In January 2025, we launched our first-ever Warm Welcome Week. We were blown away by the outstanding support for Warm Welcome Week from Warm Welcome Spaces, our partners, supporters, and corporate partners. Everyone dressed up, knitted, crafted, decorated, cooked-up delicious cakes and soups, and celebrated the week with all kinds of fun and colourful activities. During the week our social media channels were flooded by a kaleidoscope of orange, red, purple, and pink! Together we chased away the blues with Warm Welcome’s vibrant colours.

In 2025...



“It was such a fantastic opportunity to be involved in Warm Welcome Week. Our members all really enjoyed getting to dress up in bright colours and have a bit of fun. Especially during what is often a quite dark and gloomy time of year, when a lot of people can particularly struggle with their mental health and emotional wellbeing, it brought some much-needed excitement and a bit of novelty, which was a brilliant experience for our members.”

**Teresa McCarthy-Dixon, Founder, McCarthy Dixon Foundation**



“Warm Welcome Week is an incredibly important initiative that shines a much-needed spotlight on the vital work of volunteers across the UK. It’s more than just providing a warm space; it’s about making genuine human connections and accessing additional support they may not have known about. This week-long event is a powerful reminder of the compassion and community spirit that thrives in our country; at OVO we wholeheartedly support its mission.”

**Steven Donovan, Vulnerability Strategy & Oversight Manager, OVO**



“We celebrated Warm Welcome Week by wearing our brightest colours and sharing this with our supporters on social media. It was a great reminder for us, our partners and supporters about the importance of Warm Welcome Spaces in their churches and community buildings, as well as how a small gift through Acts 435 for those accessing these spaces can make a big difference. ”

**Katie Greene, Communications Director, Acts 435**





Warm Welcome Week

19<sup>th</sup> to 25<sup>th</sup> Jan 2026

Let’s make Warm Welcome Week 2026 pop with colour! We want to go louder, bigger, and bolder so everyone knows about the magic of Warm Welcome Spaces. Together we can make our country full of Warm Welcomes for All.

In 2025...



“Friends of Stretford Public Hall really embraced the campaign. Warm Welcome Week helped us focus on our visitors’ local community. It reminded us to be friendly and take some time to chat. We displayed the warm welcome bunting in our free volunteer run cafe and when I was speaking to people going through financial hardship, I wore warm colours and took more time to chat. I enlisted volunteers to make phone calls to local folk who can’t get out and just chat with no agenda. Ultimately, I was proud of friends of Stretford Public Hall and how we embodied what Warm Welcome Week is all about.”

**Emma Finn - Community Hub Coordinator,  
Friends of Stretford Public Hall  
(Manchester)**



“National Grid Electricity Distribution were thrilled to get involved in Warm Welcome Week last year. Teams all over the business enjoyed wearing bright colours and we shared pictures of team meetings on social media to raise awareness of Warm Spaces so more people could find a place of warmth and connection close to home. Colleagues also benefitted from spending extremely valuable time volunteering at Barnstaple and Port Talbot Libraries. Helping out and chatting to guests, whilst sharing power cut advice, inspired them to continue volunteering throughout the year.”

**Nicki Johnson, Social Obligations Manager,  
National Grid Electricity Distribution**



“Warm Welcome Week was such a boost to our team and the Community Hubs that took part. We were able to chase away the January blues for a colour-filled week while raising awareness of the importance of Warm Welcome spaces. Beautifully bright jumpers, hats, scarves, cakes, and crafts could be found across warm and welcome spaces across Cambridgeshire and were definitely a highlight of the Winter months.”

**Rachel Mason, Community Wellbeing  
Manager, Cambridgeshire ACRE**







Warm Welcome Week

19<sup>th</sup> to 25<sup>th</sup> Jan 2026

The following are all messages that you can use when raising awareness in Warm Welcome Week

Feel free to copy and paste!

Key messages

- Warm Welcome Week starts on Blue Monday, running from **19<sup>th</sup> January to 25<sup>th</sup> January 2026**.
- This January, we’re taking ‘Blue Monday’ back by giving it a colourful makeover. We’re inviting everyone to embrace a warming palette – whether you simply pop on an old orange bobble hat, or get creative with craft or cooking, together we will chase away the blues this winter.
- We are chasing the blues away with a kaleidoscope of orange, red, purple and pink!
- Together, in Warm Welcome Week, we will create a surge of warmth and positivity in the bluest week of the coldest month.
- Get involved! Mark it however you want, just make it warm and colourful!
- We want you to kick off Warm Welcome Week in style - REMEMBER TO POST YOUR PICTURES!
- It will be fun and exciting, but with a serious message and purpose. For too many people, January is the coldest, loneliest and most challenging time of the year – in recent years the phrase ‘Blue Monday’ has been adopted to describe the month’s lowest point. As well as taking its toll on mental health this long, dark month can be financially difficult and many households face the stark choice between heating and eating.
- Warm Welcome Week will shine a colourful light on the joy, positivity, friendship and connection found in every Warm Welcome Space fuelled by human warmth.
- Everyone is welcome at Warm Welcome Spaces.
- Warm Welcome Spaces are inclusive spaces where people of all cultures, backgrounds, needs and faiths can come together as one community. Together, we can reduce isolation and loneliness, and create a spirit of belonging.
- Our vision is that everyone can find a Warm Welcome Space close to home.
- Spread the word! . We want to go louder, bigger, and bolder so everyone knows about the magic of Warm Welcome Spaces.
- Let’s chase away the blues and make Warm Welcome Week 2026 pop with colour!
- Together we can make our country full of Warm Welcomes for All.





Warm Welcome Spaces

Warm Welcome Week

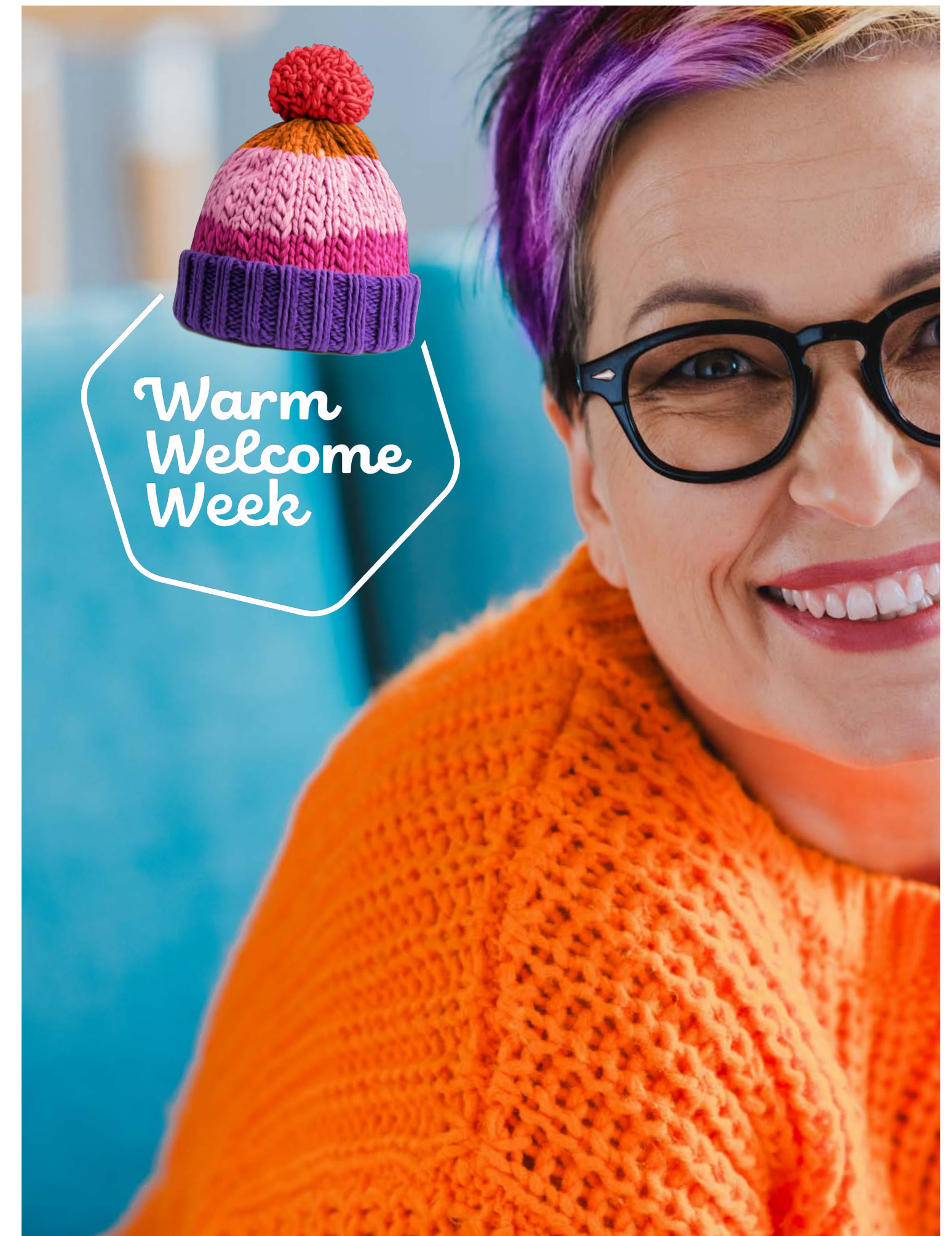
19<sup>th</sup> to 25<sup>th</sup> Jan 2026

# Visual assets – logo

Warm Welcome Week 25.jpg



Warm Welcome Week 25 WO.png





# Visual assets – chaser line

Chase line 1.png

Chase the **blues** away...  
**with red, orange, purple & pink!**

Chase line 2.png

Chase the  
**blues** away...  
**with red, orange,  
purple & pink!**

Chase line 3.png

Chase the  
**blues** away...  
**with red,  
orange,  
purple  
& pink!**





Warm Welcome Spaces

Warm Welcome Week

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Warm Welcome Week partner lock up device  
(see Warm Welcome Partner Lock Up.pdf  
for usage)

# Visual assets – lock-up logo



Warm  
Welcome  
Week

Chase the blues away...  
with red, orange, purple & pink!



Warm  
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Thank you

