



Warm Welcome Week

18th to 24th January 2027

Warm Welcome Spaces

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Warm Welcome Week is a seven day campaign beginning on 18 January 2027.

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 Week

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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.

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

During Warm Welcome Week, we're giving 'Blue Monday' a makeover. We're 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 6,000 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.

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



Warm Welcome Spaces

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“Wearing bright colours is an easy and cost-free way to celebrate and lift the mood, no matter how small or new your space is.”

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.



And here’s something I made earlier!
#WarmWelcomeWeek



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!”

Please note: None of the images on this page are cleared for public use.

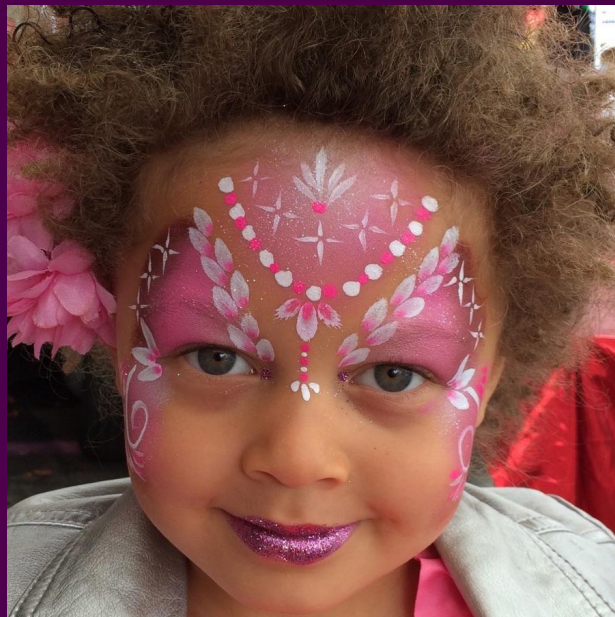
Warm Welcome Spaces

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.

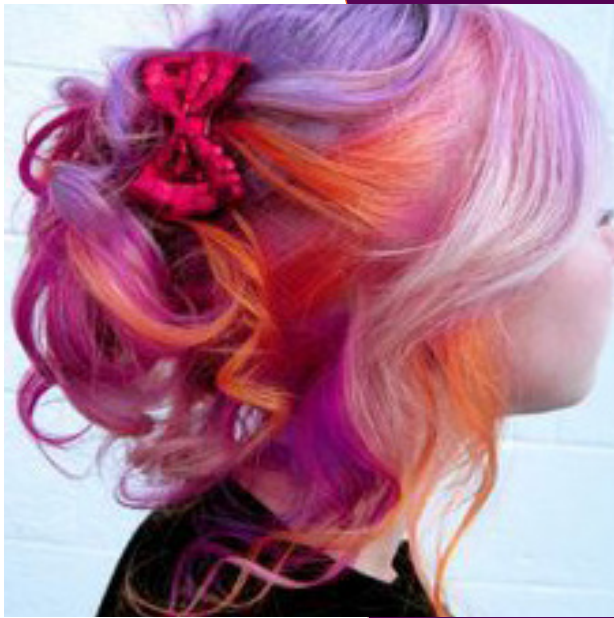
Offices - for a fun team-building day with a warming twist, form pink, orange, purple and red teams and have a sponsored day of games!

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."



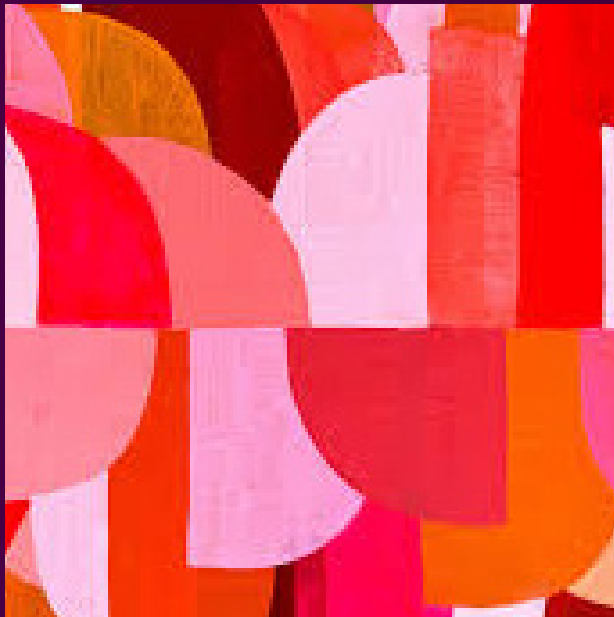
Local potter, Paul Dryden, has made us a set of cups to use at the Droitwich Warm Welcome Space for #WarmWelcomeWeek.



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 Spaces

Warm Welcome Week

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Last year Warm Welcome Spaces and our partners got behind Warm Welcome Week, celebrating with a surge of colour and joy.

We were blown away by the outstanding support for Warm Welcome Week from Warm Welcome Spaces, our partners, supporters, and corporate partners.

In 2026...



"Guests shared on luminous star cards what brings them joy, and these were then displayed in the space. We shared a meal intentionally, including coloured vegetables. We had coloured wigs and aprons for volunteers and coloured bunting."

Thrive at The Fen



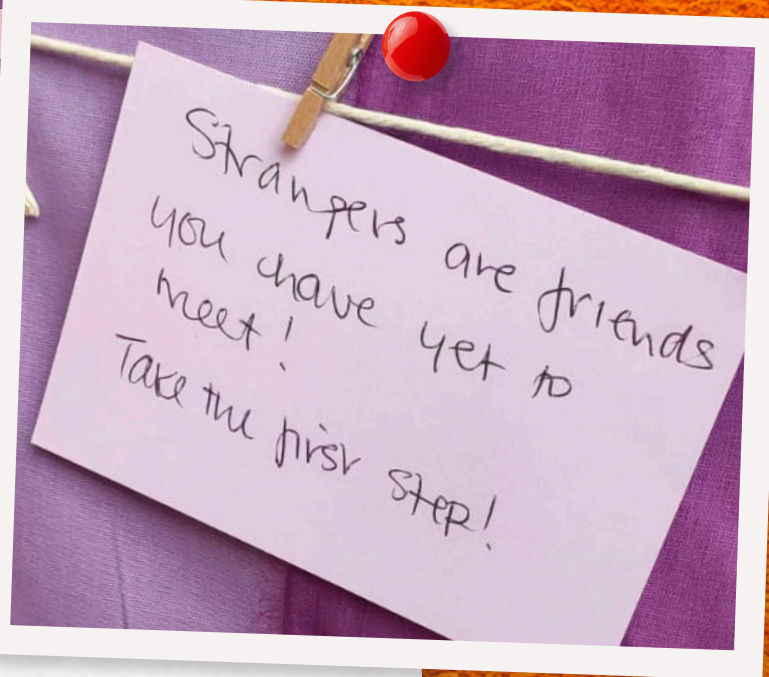
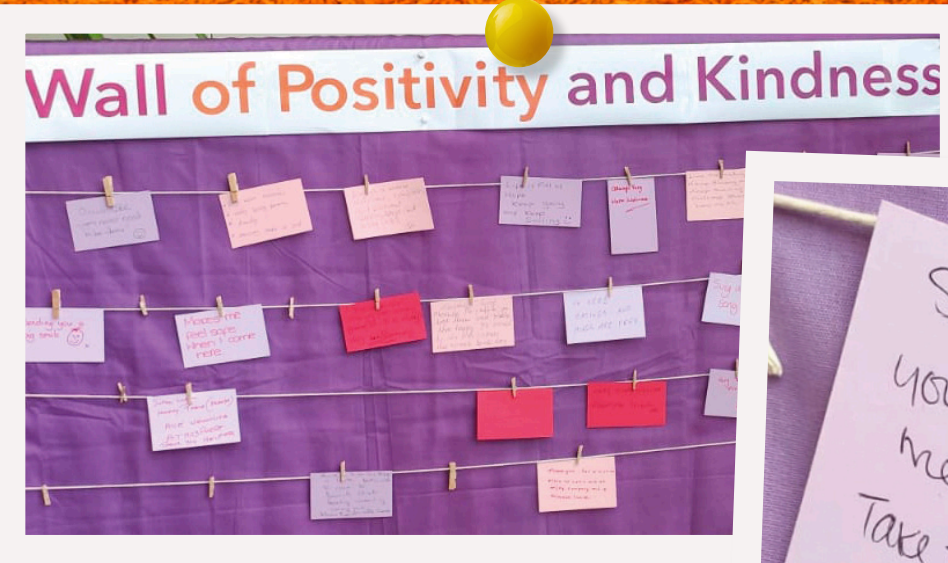
"Warm Welcome Spaces are places full of positivity, where people can come together, connect, and make new friends. It's been wonderful to be at Swansea MAD with my friend Arabella Weir in Warm Welcome Week. It's a wonderful place full of joy and friendship, and a brilliant way to chase away the blues this January."

Gaby Roslin, Warm Welcome Ambassador

"Warm Welcome Week brought in new people who were unaware of the service. People realised that they are not alone."

Bollington Warm Space

"Wearing bright colours is an easy and cost-free way to celebrate and lift the mood, no matter how small or new your space is."



"We had a Warm Wall purple board of kindness and a pink tree during the week in the front entrance. People were invited to write kind, hopeful, positive messages, or what it meant to them being here (on purple or pink cards) to peg on the board or hang on the tree to encourage and bless others."

Oasis, Chipping Sodbury

Warm Welcome Spaces

Warm Welcome Week

18th to 24th January 2027

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 2026...

“Our warm space is still looking jolly bright as it is now covered in bright bunting, and it did engage other partners in our building and give us a focus in January.”

South Brent Old School Community Centre



“Participating in Warm Welcome Week helped us strengthen connections with our older community and raise awareness of the support we offer. It encouraged more engagement with our services, increased social interaction among participants, and highlighted the importance of inclusion and kindness in our community. Our digital and in-person activities also helped older adults feel welcomed, valued, and supported during the week.”

Angy Care Health Foundation

“Our lunch club made warm-coloured soups and orange puddings. We dressed a manikin in colours to demonstrate how to join in, and our local charity shop gave us the clothes for free and dressed their window in Warm Welcome colours all week.”

“In Warm Welcome Week we had a Warm Welcome Disco with a DJ, flashing lights, and a smoke machine. In addition, we did a flash mob. We also had a dry bar with non-alcoholic drinks and snacks. It was a fantastic chance for all our groups to come together, let loose, and simply have a blast. We loved seeing fresh faces join us, alongside friends from other local groups. The dance floor was packed from the first song to the very last, and the energy was so high that everyone is already asking, ‘When’s the next one?’”

St. Margaret’s Centre - Cosy Cafe and Men’s Brew Crew



“Warm Welcome Week brought a touch of brightness to a dull week in January; we lifted people’s spirits and celebrated our community. We increased opportunities for residents to make positive change, and we had a lot of fun.”

The Hubhub at Lockleaze Neighbourhood



“Warm Welcome Week is a vital pillar of our commitment to the communities we serve, offering a lifeline to families across the UK throughout the year. Beyond simply providing a heated room, these spaces act as essential community hubs where people can find genuine human connection and access a wider ecosystem of support. By supporting this mission, we aren’t just heating spaces; we are strengthening local resilience.”

Coralie Frost, Head of External Communications & Social, OVO Energy

Warm Welcome Week

18th to 24th January 2027

Let's make Warm Welcome Week 2027 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.

2026 Gallery





Warm Welcome Week

18th to 24th January 2027

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 **18th to 24th January 2027**.
- 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 2027 pop with colour!
- **Together we can make our country full of Warm Welcomes for All.**



Warm Welcome Week

18th to 24th January 2027

'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!

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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



18th to 24th January 2027
www.warmwelcome.uk





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#WarmWelcomeWeek



18th to 24th January 2027
www.warmwelcome.uk



Warm Welcome Week

18th to 24th January 2027

Get Ready Empty Belly Poster

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



Warm Welcome Week

18th to 24th January 2027

Get Ready Empty Belly Poster
(alternative)

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



#WarmWelcomeWeek

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Warm Welcome Week

18th to 24th January 2027

Social media

Use #WarmWelcomeWeek and coloured hearts in every social media post



WARM WELCOME SPACES
Sponsored · 

18th to 24th Jan 2027 – 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

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Warm Welcome Week

18th to 24th January 2027

Social media

Use #WarmWelcomeWeek and coloured hearts in every social media post





WARM WELCOME SPACES
Sponsored · 

Join us and chase away the January blues... 18th to 24th Jan 2027
#WarmWelcomeWeek 



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WARM WELCOME WEEK

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Warm Welcome Spaces

Warm Welcome Week

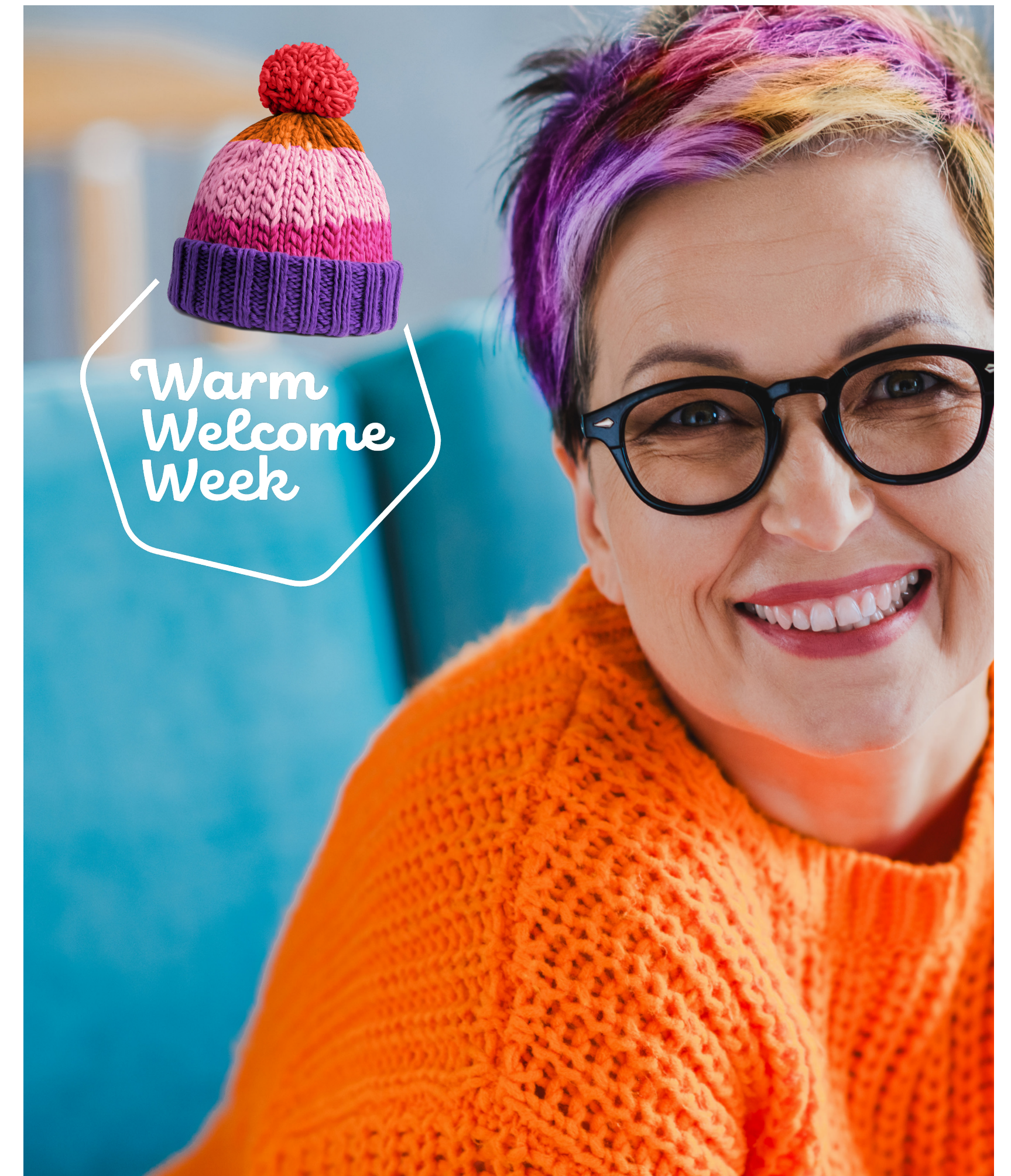
18th to 24th January 2027

Visual assets – logo

Warm Welcome Week.jpg



Warm Welcome Week 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...
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orange,
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& pink!**



Warm Welcome Spaces

Warm Welcome Week

18th to 24th January 2027

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
Welcome
Week

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



Warm
Welcome
Week

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



Thank you

