



Posting with a Purpose

The Steel Cotton Rail Trail

Building up to the launch of the Steel Cotton Rail Trail

We created our own content which

we shared:

- short videos to Instagram and TikTok
- photographs to Facebook
- longer format written content on our blog



Introducing the Trail

(1) Facebook



Building the engagement

Members of the public and volunteers who helped us shared their photographs and feedback.

With their consent we shared their photos to our own social media platforms.



Susan Dunwell ▸ Northern station adopters

19 April 2025 · 🌐

Great day out trialling another leg of the Steel to Cotton walk. This time Hope to Edale. Undertaken by Silkstone Common adopters 👍 🚶

Focused outreach

- We also reached out to influencers, walking groups and photographers inviting them to explore the new walking trail and to let their communities know about it.



High Peak and Hope Valley Community Rail Partnership

25 June 2024 · 🌐



If you've been following our progress on the Steel Cotton Rail Trail, you might be pleased to know that our friends in the [Peak District, National Trust](#) have organised a series of Steel Cotton guided walks throughout the summer. Why not take a look at their events page, see what you fancy and book yourself on?

<https://www.nationaltrust.org.uk/.../kinder-edale.../events>

Pictured is the Dore & Topley station to Grindleford station walk which took place a couple of weeks ago.

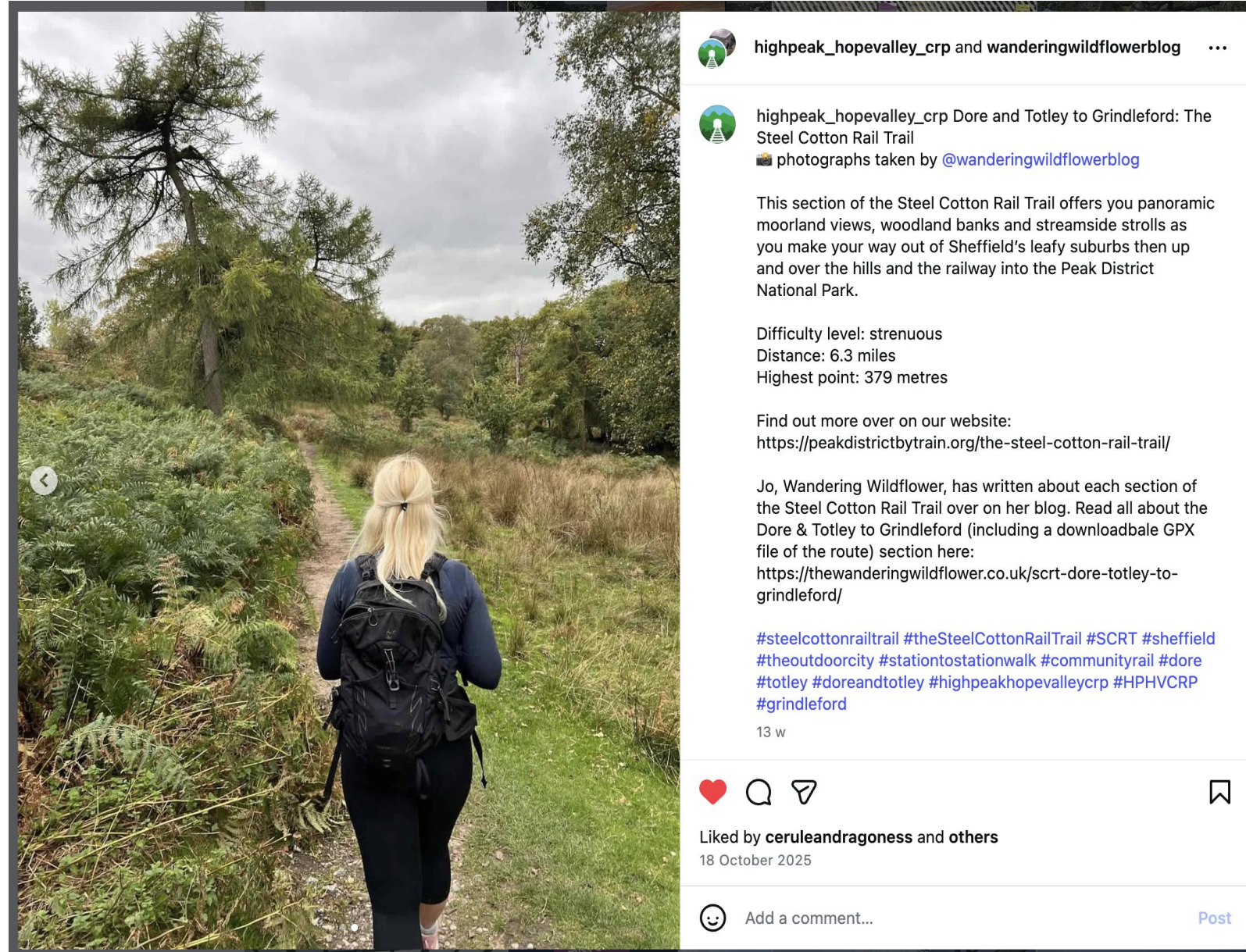
[Community Rail Network Northern Peak District National Park Friends of Grindleford Station](#)
[East Midlands Railway Visit Peak District & Derbyshire National Trust TransPennine Express](#)
[Trains](#)



Collaborations

We collaborated with the influencers and groups who showed an interest.

This enabled us to reach more people and raise awareness of the Community Rail Partnership as a whole.



Results

To date, the High Peak and Hope Valley webpage created for the Steel Cotton Rail Trail has been viewed over **57,000 times**.

We saw a particular spike in views of this page following the weekend of the launch in September 2025 and numbers have grown since then due to people tagging the trail on their posts.



The Wandering Wildflower · Follow

10 October 2025 · 🌐

The Steel Cotton Rail Trail is a fabulous new hiking trail linking Manchester to Sheffield via various train stations. Walk it in sections, or all in one go!

You can find gpx files for each stage or the whole thing (62ish miles) at www.thewanderingwildflower.co.uk/steel-cotton-rail-trail.

We've walked the whole thing, and this gpx follows the actual way marked route.



THEWANDERINGWILDFLOWER.CO.UK

Steel Cotton Rail Trail

Walk the Steel Cotton Rail Trail from Sheffield to Manchester, a station-to-station walk with 14 stages. Get GPX files for the trail here.



Derbyshire Times · Follow

4 October 2025 · 🌐

"The new long-distance Steel Cotton Rail Trail links together the stunning walking destinations throughout the very beautiful High Peak and Hope Valley areas"



Thread Your Way Along the Steel Cotton Rail Trail, the new station to station walking trail through the Peak District

The Guardian published an article which resulted in 4k linked views to our trail webpage.

Travel


🕒 This article is more than **6 months old**

From Steel City to Cottonopolis: a new walking trail through a post-industrial Peak District

Chris Moss

Mon 27 Oct 2025 07.00
GMT

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Kathryn Lord · Follow
19 March · 🌐

We walked from our home in Sheffield for three days and ended up here. A fab walk along the Steel Cotton Rail Trail. Looking forward to returning to New Mills to finish... [See more](#)



High Peak and Hope Valley Community Rail Partnership
Published by Vicky Frost · 14 December 2025 · 🌐

We received these wonderful photographs from Stephanie who recently completed their second section of the Steel Cotton Rail Trail! Here's what they said about the exper... [See more](#)



I'M TAKING ON THE STEEL COTTON RAIL TRAIL FOR CHARITY!

SPONSOR MY CHARITY WALK TO HELP UNIQUE!

I'm walking the **Steel Cotton Rail Trail** to raise money for **Unique**, a charity helping families affected by rare chromosome and gene disorders.

Unique provides support, information and resources for **26,000** members affected by rare chromosome and gene disorders, relying entirely on donations.

DONATE TODAY!

www.justgiving.com/page/scrtdanielsmith

DONATE TODAY!

High Peak and Hope Valley Community Rail Partnership
Published by Vicky Frost · 21 November 2025 · 🌐

Friend of Grindleford station Catherine recently completed all 14 sections of the Steel Cotton Rail Trail over 9 days doing small sections after work, some at weekends ... [See more](#)



Steel Cotton Trail Stage 1 Sheffield - Dore & Totley completed
5.17 miles / 8.32 km walked, 2h 55m including casual lunch.

Our first venture onto the Steel Cotton Trail Friday, a 61 mile walk from Sheffield to Manchester. We completed the GM Ringway last year and are eager for a similar adventure... [See more](#)

