

## A new way to stay at **Whitby**

We are pleased to announce the launch of new accommodation at Whitby for 2011. A comfortable lodge in the grounds of Larpool Hall will be available to book for holidays from 1 March 2011.

The lodge has three double bedrooms, two bathrooms and a lounge with sofa bed, and will sleep up to eight people, making it ideal for families, groups of friends or even couples who would like the luxury of some extra space.

You can book the whole lodge for any holiday at Whitby – Walking, Leisure Activities, and Freedom Breaks. All holidays are Full Board, with breakfast and dinner served in Larpool

Hall (only 30 metres away), and the famous HF Holidays' self-select picnic lunch.

It is great value for money. Prices to book the whole lodge start from £600 for 3 nights for up to 4 adults. That's a saving of 34% vs our normal Guided Walking holiday price\*. And you can bring up to 4 more people to fill the lodge completely at a special rate, and of course under 11's go FREE!

**For more information, contact our friendly Reservations team on 0845 470 7558 or visit [www.hfholidays.co.uk/news](http://www.hfholidays.co.uk/news)**

\*Compared to four adults sharing twin rooms in the House.



## Premium room upgrade

We have updated our premium rooms to make your stay even more special, with added extras. It's still just £5 extra per person per night to stay in a premium room, with these additional new facilities:

- Extra space or exceptional views
- Alarm clock with iPod dock **NEW**
- Enhanced toiletries **NEW**
- Towelling robe and complimentary slippers **NEW**

## House Managers' Awards

### ★ House of the Year

HF Holidays' House Managers held their annual conference at Conistonwater in December, where awards were presented in recognition of staff members' hard work during 2010. In announcing the awards, Head of Hotel Operations, Fraser Lord, paid tribute to the hard work, enthusiasm and resilience of all the HF Holidays' House Managers. This was summed up by one of the first presentations of the evening, to House Manager Tony Wootton from Freshwater Bay, for 40 years with HF Holidays.



### Awards were presented as follows:

#### ★ Membership Recruitment Award

Maria Borrego-Jimenez at Alnmouth



#### ★ Chef of the Year

Tom Connolly from Conistonwater



#### ★ Hotel Operations Award

Maria Borrego-Jimenez at Alnmouth



#### ★ House and Manager of the Year

James Tully of Glen Coe

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members



Brian and his wife Alison on holiday in Iceland.

*"I thought HF was good but in a crisis you excelled yourselves".*

Dear Member

We're well into the new year, and many of you will be looking forward to the arrival of spring, with improving weather and the prospect of holidays ahead.

Enclosed with your Members' News is your copy of the annual report, in which all the key items are positive:

- A surplus of £424,000, 119% up on the 2009 position
- Year end cash position of £1,295,000
- Winner of the Guardian Best Large Tour Operator of the Year award
- Increase in membership of 5.8% to 30,803 (now 31,000+)
- Increase in members' net investments of £938,000 (now £1 million+)
- Record level of satisfaction with 93% of guests stating they will holiday with us again
- Recognition of our handling of the volcanic ash disruption –

*"I thought HF was good but in a crisis you excelled yourselves".*

In 2011 we are seeing this progress continue with bookings up, new guests, family and younger guest numbers growing, more guests from abroad, continued investment in the standards of accommodation and membership numbers growing.

We plan to have a new House in North Wales and, as part of Co-operatives UK, we have a new audience to speak to.

On writing my first letter to you as your new Chief Executive back in April 2007, I could not have anticipated the economic recession, volcanic ash, airline strikes or price increases across fuel, food and services. It has been a challenging four years, but HF Holidays has addressed these challenges and moved forward.

Everyone associated with HF Holidays – staff, leaders, members, guests, partners and suppliers – are looking forward to continued success and our centenary celebration in 2013.

*R S S*

Brian S Smith

## NEWS in brief



### Appeals for your help with HF Holidays' centenary book

Harry Wroe is writing a new book on the history of HF Holidays to celebrate the centenary of the Society and would like to include a chapter on the oldest piece of our history still alive today – the Bourton Boat Race.

Do you know any other long standing HF Holidays' traditions? Harry would be pleased to hear from you at [harrywroe@mypostoffice.co.uk](mailto:harrywroe@mypostoffice.co.uk) and will include an acknowledgement in his book for all information used.

### Centenary year patrons

To help commemorate our centenary year in 2013 we are looking for suitable well-known people to lend their name to our celebrations.

They do not necessarily need to be walkers but an interest in the outdoors and the community would be very suitable.

If you know personally someone in the public eye that you feel you could approach to see if they are interested, please write to Brian Smith at HF Holidays, Catalyst House, 720 Centennial Court, Centennial Park, Elstree, Herts, WD6 3SY or email [chiefexecutive@hfholidays.co.uk](mailto:chiefexecutive@hfholidays.co.uk)

We will then consider your suggestion and call you to discuss.



### Award winning

HF Holidays beat big name companies to win the Guardian and Observer best large tour operator 2010 award, achieving 97.4 per cent satisfaction with guests. In addition, we came a close second in the best large short break operator, achieving 97.7 per cent satisfaction among guests. For more details visit [www.hfholidays.co.uk/news](http://www.hfholidays.co.uk/news)

## Gift ideas

Did you know that we have two great gift ideas?

HF Holidays' membership is the perfect present for birthdays, Christmas or special occasions for friends and family, and is a great way to support and become part of the Society.

To purchase, simply contact Linda Hickey by phone on 020 8732 1290 or by email at [lindahickey@hfholidays.co.uk](mailto:lindahickey@hfholidays.co.uk). We will arrange for the membership welcome pack to be sent to you so that you can present it personally.

We also have HF Holidays' vouchers available in different denominations which can be put towards the purchase of any of our holidays. We can personalise the voucher with your own special message. To order please call our Reservations team on **0845 470 7558**.

### Prize draw winner

Congratulations to John Pritchard of Lancashire who won the 3 night break in the prize draw in the May 2010 issue of Members News.

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or call our standard rate number 020 8732 1250  
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# What makes us an award winner? The co-operative difference

What difference does it make that HF Holidays is a co-operative society, whilst other holiday companies are not?



As a co-operative, we are owned by our 31,000+ members and have no big corporate shareholders. All profits are re-invested into improving our holidays. It's a popular idea. Membership has grown by over 5% in the last year, new members are joining every week, and we take over 50,000 people on holiday every year.

Being a co-operative doesn't mean lower standards. In fact, the opposite is true. Because of our co-operative status, our ethos is not just to maximise profits, but to provide the best service possible to our customers. And it shows. Our guests voted HF Holidays the best large tour operator at the 2010 Guardian and Observer Travel Awards.

We believe in supporting and working with organisations which have similar aims. As such we are an active member of Co-operatives UK and the Outdoor Industries Association, and a holiday partner of the National Trust. We also have a commitment to protecting the environments where we walk through our Pathways Fund and to support organisations such as the John Muir Trust and British Trust for Conservation Volunteers, and community and conservation charities in Africa.

Thank you to all our guests who voted to give us this prestigious award.



## Update from Linda

The past year has flown by. It's been exciting and my feet have barely touched the ground.

I'd like to introduce Nimisha Kotecha, who joined me in the membership team in December as Membership Administrator. Nimisha spent many years working in customer services for BT and we are pleased to welcome her.

Since November 2009 to date, over 2,500 new members have joined us and 1,700 of you have increased your shareholdings. We've raised over £1 million towards our five year goal of £3 million through investment.

I had the great pleasure of meeting many of you at Whitby at the last AGM and at the investment members' dinners. I'm now looking forward to meeting more of you at Freshwater Bay in March at the next celebration weekend and AGM.

This issue of Members' News is packed with news and ideas about how to keep involved with your society, and also features the idea of membership as a gift, perfect if you're stuck for ideas about what to give to the person who has everything.

The next issue in May will include your annual statement of shareholdings. Don't forget, if you need a statement before this, you can request one at any time.

I hope you enjoy Members' News and that you'll take some time to complete the member survey we've enclosed. As a co-operative society owned by our 31,000+ members, we would like to hear your views. All surveys returned will be entered into a prize draw to win a 3 night break for two. See page 5 for more information.

Best wishes



## Recommend a Friend

Recommend someone new to HF Holidays and we will give you £50 off your next holiday when they book their first holiday. Plus - they also save £50 off their holiday price.

**But don't miss out:** Please remind your friend to mention your name at time of booking to ensure your £50. Once the booking has been made it cannot be added afterwards.

**Go on, spread the word and save £££££**

You can recommend as many friends as you want. As long as it's their first holiday with us they qualify for the scheme. So far this year over 350 guests have taken up the offer.

Terms and conditions apply.  
See HF Holidays' website for details.

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# Investment Members' Dinners

Back in the autumn we held dinners for investment members at Haytor and Conistonwater, and it was good that so many were able to attend. The events were a great success as you can see from these comments.

"We were very impressed how well we were looked after. The food, the service, the company, the accommodation was all first class. The members who were there ... had never met before, yet by the end of the evening we felt like old friends." Wendy and Ken Hall

"Richard and his staff did a truly magnificent job to make us all so welcome." Jeanette & Robin Lumb

"We just wanted to say how much we appreciated all the effort put into both the arrangement and realisation of this enjoyable event." Graham and Sharon Goddard

"...the weekend at Haytor was absolutely great!" Marion Slade



## Holiday survey results 2010

The results are in from our 2010 holidays, with guests rating many areas the same or better than previously.

**97% very good or good** – the enjoyment of guided walks in Europe, compared with 96% in 2009

**90% very good or good** – Worldwide holidays' value for money, the same as in 2009 – despite the recession

**91% very good or good** – Europe and UK holidays' value for money, both increases compared with 2009

**99% very good or good** – overall enjoyment of Guided Walking in the UK, the same as in 2009

Look out for news soon regarding our **new Country House in Snowdonia.**

Be the first to hear by registering for our members enews at [www.hfholidays.co.uk/subscribe](http://www.hfholidays.co.uk/subscribe)

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# Member Survey

Complete our survey and you could **win** a 3 night holiday for two

HF Holidays has 31,000+ members who own our co-operative society, and we would like to hear your views.

Enclosed is your chance to have your say in our first members' survey. You can complete and return the paper copy using the return envelope enclosed, or fill it in online at [www.hfholidays.co.uk/membership-survey](http://www.hfholidays.co.uk/membership-survey)

The survey closes on 15 March 2011, and the names of all those who respond will be entered into a prize draw to win a 3 night holiday for two.

## Go on – tell us what you think

Terms and conditions: the prize includes a 3 night holiday for two adults with a choice of Guided Walking, leisure activity or Freedom Break stay at any of our UK Country Houses with Full Board en-suite accommodation and activities where applicable. The prize must be taken before 31 December 2011, excluding Easter, Christmas and New Year holidays, and celebration events, and is based on two adults sharing a twin or double room. The prize is non transferable, non refundable and subject to availability. Survey closes on 15 March 2011. The winner will be drawn and notified within 28 days of the closure of the survey and a voucher will be issued to claim the prize.

## Responsible Tourism

During 2010 HF Holidays continued to be committed to acting as a responsible tour operator, and we have been striving to adapt and improve in areas across the Society, in order to further our involvement.



Such areas include our Country Houses, where we pride ourselves on good quality produce by using locally sourced ingredients. We have also been making some changes with energy saving in mind, with new pool covers at Brecon and Malhamdale and a new boiler at Conistonwater.



We made a donation of £1,000 to The Travel Foundation, an independent UK charity which helps the travel industry understand, manage and take effective action on sustainable tourism. For more information visit [www.thetravelfoundation.org.uk](http://www.thetravelfoundation.org.uk)

We are very aware of the impact of tourism, and our policy is to use local transport, accommodation and activity providers, in order to distribute economic benefit to the communities visited. Internationally we currently support two charities and are always looking for further projects:



**The East Africa  
Natural History Society**

As represented by  
NatureKenya NatureUganda

**Nature Kenya** – the society that promotes biodiversity conservation in Kenya, connecting nature and people.



**Uthando** – a non-profit organisation based in Cape Town, whose mission is to raise funds for community development projects in South Africa.



HF Holidays supports a number of UK charities including John Muir Trust, Air Ambulance and Mountain Rescue.

Throughout 2010 guests and members generously donated £20,000 to HF Holidays' Pathways Fund. Key grants in 2010 included £5,000 to Northumberland National Park for path repairs, and a donation of over £1,400 towards river access works in the grounds of Ilam Hall, South Peak Estate, where the National Trust is about to start a restoration project.



We continue to accept donations from all guests and members, used to protect the countryside for you, and future generations to enjoy.

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## Park Protector Awards update

As announced in our previous Members News, the Campaign for National Parks launched their Park Protector Awards last year, of which we proudly became an inaugural corporate supporter. This annual award recognises, rewards and celebrates one exceptional project or individual that has made a lasting contribution to the protection, restoration or conservation within national parks. The award's Patron is explorer and BBC broadcaster Nicholas Crane, whilst additional support is offered by CNP's Park Protector Club.

The award was open for nominations between September and December 2010, and a shortlist of entries is now being prepared collating all entries and gathering details. Shortlisted projects are being featured on the CNP's website at [www.cnp.org.uk](http://www.cnp.org.uk)

### Some of the projects nominated include:

- Conservation Snowdonia Project where the Snowdonia Society has been working to protect and enhance the Snowdonia National Park for over 40 years

- Brecon Beacons project where The Langattock Green Valleys Community Interest Company (LGV) has embarked on an ambitious, community-led plan to create a carbon neutral community within five years

- The Restoration of Stubb Mill in The Broads where the Norfolk Wildlife Trust's Listed Building was restored as a final project for millwright bursars on a training scheme

- Cairns Survey and Repair Project started in 2005 in Dartmoor National Park where the 4,000 year old fragile archaeology rock creations were being disturbed



Tree planting in Snowdonia

A panel of judges who are experts in national park protection, including Nick Crane, will then vote for the winning project together with Park Protector Club members, who will also attend the award ceremony and see the winning project on the ground.

To find out more, get involved or learn how to become a Park Protector member please call Liz Wall on **020 7924 4077** or email [liz@cnp.org.uk](mailto:liz@cnp.org.uk)

## Sponsored walks with HF Holidays



HF Holidays is offering all Coeliac UK members, friends and family, the opportunity to participate in a sponsored walk to raise funds for Coeliac UK. The walks are starting from nine of our stunning Country House locations throughout the UK.

The events will take place on Saturday 21 May and will start at 10.30am. Walks will range from five to seven miles and will last approximately five hours. You are invited to take your own packed lunches and drinks which you will be able to enjoy along the way. Walks will be led by qualified walking leaders who are experienced in guiding groups in the countryside.

Once you are back in the comfortable surroundings of the Country House, you can sit back, relax and enjoy a complimentary gluten-free afternoon tea on the lawn. The facilities at all of the venues are yours to enjoy throughout the day.

Register online at [www.coeliac.org.uk/awwalk](http://www.coeliac.org.uk/awwalk) or call 01494 796132 for a registration form. Registrations must be received by 5 May.

## Bridge holidays & the English Bridge Union



HF Holidays has recently been working with the English Bridge Union, the governing body for duplicate bridge in England, and we are pleased to announce that our bridge holidays are now accredited by the EBU.

### What does this mean for our guests?

Holidays will still be run in exactly the same way. The only difference is that on Bridge Players, Bridge & Walking and Bridge & Sightseeing holidays, when run by an EBU accredited director, any guest who is a member of the EBU will be able to earn Master Points during their holiday.

We believe that EBU accreditation will make our holidays more appealing to bridge players of all levels.

## Groups are great

To celebrate our link up with the English Bridge Union our Groups sales team will be holding a 3 day taster holiday for English Bridge Union clubs.

The taster holiday, which is taking place during February at Newfield Hall, Malhamdale, presents us with a great opportunity to introduce HF Holidays and our fantastic bridge holidays to clubs and their members from all over the country. We are expecting about 20 bridge clubs to attend.

Remember, travelling with a party of 11 or more will save you ££££s on your next HF Holidays' break. You can contact our Groups team on 0845 470 7557.

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## New Christmas and New Year 2011 brochure

It's never too early to plan for next Christmas – and following on from the high bookings we had for 2010, it's worthwhile booking early so you don't miss out!

We have a range of fun and festive holidays throughout the Christmas and New Year period. Enjoy Festive Walking or a Traditional House Party, or see in the New Year in style at one of our cosy Country Houses.

Find out more in our Christmas and New Year 2011 brochure enclosed, visit [www.hfholidays.co.uk](http://www.hfholidays.co.uk) or call Reservations on **0845 470 7558**.



**£25 OFF**  
Leisure  
Activities

## £25 off leisure activities

Receive £25 off any leisure activity holiday based at one of our spectacular Country Houses.

From painting to yoga and dancing to bridge, each of our Houses has space for all our activities.

Book now as this offer ends on 28 February 2011, or when all 200 bookings have been taken. New bookings only. Ts & Cs apply.

## New Family Outdoor Holidays brochure

Our new brochure is packed full of fun and adventure holidays for families, from walking to donkey trekking, multi-activity to cycling, in the UK and Europe.

We offer family-friendly accommodation, and families can look forward to having an enjoyable holiday in a warm and friendly atmosphere.

To request a brochure please call 0845 470 8559 or visit **[www.hfholidays.co.uk](http://www.hfholidays.co.uk)**



## Unmissable Britain holidays



**Outdoors. Indoors. Active. Cultural.**

Our new range of holidays takes you to six locations across the UK with a vast range of activities, all with one thing in common – we believe it will showcase the very best the area offers, whether you want a challenge, a walk, or just want to relax and explore at your leisure.

### Thrill seekers

- Highlands – experience white water rafting on the River Garry
- Fell and Dale – try a beginners' caving day

### Walkers

- Exmoor – walk to Selworthy Beacon and beautiful Porlock Bay
- Lakeland – take on the strenuous ascent of the famous Langdale Pikes

### Explorers

- Brecon Beacons – discover Cardiff's 12th century castle, lively waterfront and vibrant nightlife
- Cotswolds – visit Blenheim Palace World Heritage Site and historic Oxford

For further details please call Reservations on 0845 470 7558 or to request an Unmissable Britain brochure please call 0845 470 8559 or email us at [brochures@hfholidays.co.uk](mailto:brochures@hfholidays.co.uk)

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# Last minute member only offers **Book now**

UK number: 0845 470 7558

Overseas number: 0044 20 8732 1250

## Save £50 off 4 night Guided Walking

Destination	Date	Holiday	Nights	Members' Price	Non Members' Price	Code
Abingworth, South Downs	Mon 28 Feb	Guided Walking	4	£249	£299	SM4
Abingworth, South Downs	Mon 7 Mar	Guided Walking	4	£249	£299	SM4
Bourton-on-the-Water, Cotswolds	Mon 7 Mar	Guided Walking	4	£249	£299	SM4
Derwentwater, Lake District	Mon 28 Feb	Guided Walking	4	£249	£299	SM4
Derwentwater, Lake District	Mon 7 Mar	Guided Walking	4	£249	£299	SM4
Malhamdale, Yorkshire Dales	Mon 28 Feb	Guided Walking	4	£249	£299	SM4
Malhamdale, Yorkshire Dales	Mon 7 Mar	Guided Walking	4	£249	£299	SM4

## Save £40 off 3 night Guided Walking

Destination	Date	Holiday	Nights	Members' Price	Non Members' Price	Code
Abingworth, South Downs	Fri 25 Feb	Guided Walking	3	£189	£229	SM3
Abingworth, South Downs	Fri 4 Mar	Winter Challenge	3	£199	£239	SM3
Abingworth, South Downs	Fri 11 Mar	Guided Walking	3	£189	£229	SM3
Bourton-on-the-Water, Cotswolds	Mon 28 Feb	Guided Walking	3	£189	£229	SM3
Derwentwater, Lake District	Fri 18 Feb	Guided Walking	3	£189	£229	SM3
Derwentwater, Lake District	Fri 25 Feb	Guided Walking	3	£189	£229	SM3
Derwentwater, Lake District	Fri 11 Mar	Guided Walking	3	£189	£229	SM3
Haytor, Dartmoor	Fri 11 Mar	Guided Walking	3	£189	£229	SM3

### Terms and Conditions

This offer is only available on new bookings and is not available retrospectively. Full holiday payment required at time of booking. No refunds or transfers are available. Offer not available with pay early pay less. This is a member only offer. Non-members may have the offer but must become a member of HF Holidays at the time of booking. Holidays subject to availability and room charges may apply. Terms and conditions apply to all sales offers and can be found at [www.hfholidays.co.uk](http://www.hfholidays.co.uk)



## Pay your holiday price in full!

### For new bookings

Take advantage of this extra offer on your 2011 holiday - pay the holiday price in full rather than instalments and save 2% off the brochure price, leaving you to enjoy your holiday knowing you made a great saving. Please ask for more details when booking your holiday with our Reservations team on 0845 470 7558.

### For guests with existing bookings

You too can benefit from this offer. Pay your balance before 5pm on 31 March 2011, and save 2% off the remaining amount due. Call our Accounts team on either 0208 732 1228 or 0208 732 1229.

**Terms and Conditions:** Offer ends 5pm on Thursday 31 March 2011. Not available on group holidays or agency bookings. Offer applies to all holidays departing between 1 May 2011 (UK based), or 1 June 2011 (overseas holidays) and 31 December 2011.

If paying a final balance, please contact the Accounts team to agree revised amount owing before settling your balance. Post dated cheques will not be accepted.



### Save £25

on any leisure activity - turn to page 7 for more details.



### Remember -

bring someone new with you and receive £50 off through Recommend a Friend. More details on page 3.

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HF Holidays, Catalyst House, 720 Centennial Court, Centennial Park, Elstree, Hertfordshire, WD6 3SY, UK

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