



Last minute member only offers

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Save up to £200 on 7 night Guided Walking holidays

Location	Date	Nights	Members price	Non Members price	Saving
Alnmouth, Northumberland	Fri 21 Oct	3	£239	£289	£50
Bourton-on-the-Water, Cotswolds	Sat 10 Sept	4	£349	£449	£100
Brecon, Brecon Beacons	Fri 7 Oct	7	£449	£649	£200
Conistonwater, Lake District	Fri 1 Oct	6	£339	£539	£200
Freshwater Bay, Isle of Wight	Wed 15 June	3	£199	£249	£50
Haytor, Dartmoor	Sat 11 June	4	£335	£435	£100
Selworthy, Exmoor	Sat 25 June	4	£339	£439	£100
Selworthy, Exmoor	Sat 17 Sept	7	£469	£669	£200

Quote code **ZGW** when booking. 3 and 4 nights also available at discounted prices. Terms & Conditions apply. Visit our website for details.

Welcome to Dolserau Hall - Members Introduction Offer

We are extending the introductory offer to all our members for Dolserau Hall Country House in Southern Snowdonia. With unrivalled views of Cadair Idris, there are excellent mountain walks from the doorstep, while the coast is only 10 miles away. Dolserau Hall offers high quality accommodation with 20 well appointed en-suite bedrooms. Dolserau Hall also offers a great location for many of our leisure activity holidays which include Discovery Tours, Great Little Trains of Wales holidays, Bridge and Painting holidays.

Location	Date	Nights	Members price	Non Members price	Saving
Guided Walking	Mon 30 May	4	£399	£449	£50
Guided Walking	Mon 27 June	4	£399	£449	£50
Guided Walking	Mon 5 Sept	4	£399	£449	£50
Garden Tours	Sun 31 July	7	£649	£749	£100
Landscape Painting	Sun 12 June	7	£615	£715	£100

Quote code **SMM** when booking. Terms & Conditions apply. Visit our website for details.



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

The 97th AGM of HF Holidays



The 97th AGM of HF Holidays was held at Freshwater Bay House on the Isle of Wight on Saturday 26 March 2011, the first time an HF Holidays' AGM had not been held on the mainland. Over 180 shareholding members attended, many taking the opportunity to book on the HF Holidays' celebration weekend.

The event was chaired by President Keith White and VIPs included Vice President Peter Boulter, Mid Counties Co-op Chief Executive Ben Reid, Co-op Travel Groups' General Manager, Sue Reid and Stephen Swift of the National Trust.

In the morning members enjoyed a lively Q & A session which included discussions on the sale of Conwy, removal of the dinner gong, clarification on the accounts, possible new HF Holidays' locations and

the introduction of televisions etc. After the Q & A session David Harrington, Head of Property and Administration, gave a short presentation on current developments at the Houses and the new standards being introduced.

After lunch there was a Special General Meeting to approve a number of rule changes. Of particular note was the change to Rule 21.11 allowing shareholders to appoint one proxy at an AGM.

A welcoming speech by the President highlighted how HF Holidays must move forward but retain the fellowship. Minutes of last year's meetings were approved as well as the annual report and accounts for 2009/10.

Chairman of the Board, Bob Gomersall highlighted the financial strength of the Society. Significant investment had continued in the Country Houses and there had also been growth in guest weeks and holiday satisfaction. It was encouraging that nearly £1m was raised in share capital by existing members increasing their shareholding or by new members joining. During the year, the number of new members had grown by 5.8%.

New Board members, Robin Lumb and Cheryl Harris were appointed. It was announced that the third candidate for the Board, Ian Williamson, had withdrawn his application. This would mean there would be only 11 members of the Board for the following year.

The AGM ended with a speech by Chief Executive, Brian Smith, featuring HF Holidays' role in the community. HF Holidays now had an impressive network of relationships with key outdoor companies such as Cotswold Outdoor and Berghaus and organisations such as the National Trust, Co-operatives UK, the Association of Teachers and Lecturers and Coeliac UK. Brian mentioned that HF Holidays would be launching cafes in several Houses in the next few months to help build and promote the Society's brand to a wider audience.

The meeting ended with a fine afternoon tea followed in the evening by a special celebration dinner in the marquee. The next morning members enjoyed guided walks before returning to Freshwater Bay House.

Questions & Answers from the AGM

More than 15 questions were put to the panel covering a range of subjects. Details will be produced for members with the minutes of the SGM and AGM in the autumn. For example:

- Q:** How much did the new house at Dolgellau cost us and how much are the improvements that are going to have to be made going to cost us?
- A:** The cost of the property was £1.2 million. We're going to spend in the region of about £80,000 putting in five more bedrooms within the accommodation.
- Q:** I'm delighted to see the links that HF Holidays is making with bodies like the National Trust. I wonder whether there are any plans to approach English Heritage in the same sort of way.
- A:** Recently, we have started working with Coeliac UK and the Association of Teachers and Lecturers, and we have a good relationship with the National Trust. We've begun researching English Heritage so watch this space.

Q: Looking through the brochure, there seem to be fewer holidays in serious mountain areas. There are some really cracking areas in Europe we don't have holidays in at the moment, and I'd like to know the strategy behind choosing areas.

A: We add new destinations to locations which we believe will appeal to both existing and new customers. If we go back 10 or 12 years it was very much Tuscany that was the fashionable destination, then it was Spain. At present it is the cheaper destinations that are selling well. The Euro is now very pricey so countries such as France have become more expensive and destinations outside the Euro zone are now comparatively cheap. We have added two new destinations in Greece, but we will withdraw a location if it is not booking well enough. Compared to our competitors, we sell more serious walking holidays in the Alps and we still have many holidays to locations such as Mayrhofen, Selva and the Dolomites, but overall the number of our holidays to mountain regions is slightly down on previous years.

If you would like to pre-register online please visit www.hfholidays.co.uk/.....



The Chief Executive, Brian Smith

He noted that "Community" and "Partnership" were at the heart of HF Holidays and highlighted 10 key achievements in support of this:

- Membership at 31,400, up 7.46% on last year
- Guest numbers exceeding 50,000
- 171 HF Holidays' clubs affiliated representing over 10,000 people
- 397 groups holidayed with us in 2010
- 26% increase in guests from overseas
- More than 800 children holidayed with us last year; 2% up on 2009
- New Recommend a Friend scheme. 670 new guests already for 2011
- National Trust. 3.8m members and 5,000 brochures requested already this year
- Association of Teachers and Lecturers with 160,000 members, English Bridge Union with 63,000 members and Coeliac UK with 63,000 members – recommended holiday partner status
- Partnerships with Plas y Brenin, Campaign for National Parks, Cotswold Outdoor, Hi-Tec Boots and others

Brian referred to the Editor of Country Walking, who joined a Guided Walking holiday to Les Contamines. On his return, the Editor described the holiday as "the most fantastic walking holiday I could imagine, in the company of a truly first-rate guide". A competition, in association with Enjoy England and the Guardian newspaper, attracted some 1,500 entries and was publicised online and on social media last November.

At the Outdoor Leisure Show HF Holidays' presence stood out with strong attractive visuals, professional attitude and interactive features. Many visitors took brochures and more than 350 registered for information from HF Holidays.

HF Holidays hosted some 16 newspapers and corporate partners at a press launch weekend at Monk Coniston for the new Unmissable Britain holidays. The press launch attracted regional newspapers and outdoor magazines from across the country with an estimated readership of 1.5 million.

Brian also reminded members that HF Holidays won the 2010 Guardian Travel Awards – Best Large Tour Operator of the Year, beating Thomas Cook, Kuoni and Virgin Holidays and giving us further encouragement.

He concluded that HF Holidays still offered a "healthy enjoyment of leisure, social and international friendship and the provision of a sense of community."

He finished by taking time to recognise and thank everyone who is helping make this happen, but especially members.

Dear Member

There is warmth in the air, our holidays are filling up, and the enjoyment of the countryside in the company of others has begun for another season.

I have recently visited eight of our UK Country Houses, and was delighted to receive compliments and appreciation from guests, both new and old. What was particularly noticeable were the number of individuals and groups enjoying their first holiday with HF Holidays, and talking about their next.

The sun also shone on our AGM weekend at Freshwater Bay, where around 200 members enjoyed the walking, the gala dinner and entertainment, and the chance to be with others.

The question and answer session, the general meetings, and the range of presentations were also well received and members commented on how informative everything had been. Freshwater Bay House was looking good and everyone was looked after by the excellent HF Holidays' staff throughout. Next year we will be holding our AGM at Malhamdale and enquiries and bookings are already being received.

Over the last few weeks we have launched the first of our cafés at Conistonwater, Haytor, Alnmouth and Freshwater Bay. Known as Dandelion, we have created brand new, high standard, fairtrade cafés with their roots in the tradition of the British tearoom.

We have also announced the purchase of a new hotel near Dolgellau, in Snowdonia National Park. Set in a superb area for walking and leisure activity Dolserau Hall sets new standards of accommodation and food. We are not surprised that the level of bookings has been excellent.

We also formally launched our new UK holiday, "Unmissable Britain", a few weeks ago, hosting 16 journalists at a sample weekend at Monk Coniston. They are already posting their reports and their stories, and they are all positive.

Next we are looking forward to HF Holidays' full involvement in the Co-operatives Fortnight from 25 June to 9 July, and attending the Co-operatives Congress in Birmingham on 24 to 26 June, at which I will be speaking.

On the membership side, I am pleased to let you know that our membership continues to grow, as does the level of member investment. We now have 31,400 members, and have received over £1.2m of additional investment over the last 18 months, money that is being put to good use on behalf of the members.

I hope you continue to enjoy reading our members news.

Best wishes


Brian S Smith

Chief Executive, Brian Smith addressed members after the close of the Annual General Meeting with insight into the Society's progress on both its own community and partnerships with other membership organisations and brands.

He began by re-stating the Board policy that "HF Holidays will be a leading worldwide walking and leisure activity holiday company. It will cater for all ages, abilities, cultures and nationalities. It will promote a sense of community through its holidays and provide rewarding social experiences, involving travelling, rest, recreation and enjoyment of the company of others and be friendly, informal and yet stimulating and participatory. It will act responsibly at all times in its relationships with members, guests, staff, leaders, suppliers, neighbours and the environment and will work in partnership with others who share the aims of the Society".

NEWS in brief

Be the first to register!

As a member you have the chance to book your 2012 holiday before other guests. From 31 May you can register your holiday choice with us and a member of our Reservations team will contact you in June to book your holiday.

To take advantage of this member benefit please call our Reservations team on 0845 470 7558.

Non-members will be able to book 2012 holidays from July, either through our Reservations team or at our website, www.hfholidays.co.uk.

Mother's Day lunches a success

A good turnout of visitors came to enjoy a Mother's Day lunch on Sunday 3 April, held at a number of our Country Houses. This was a great new way for members to enjoy our Houses and for new people to find out more about HF Holidays.

Members' survey

Thank you for completing our members' survey. We are currently consolidating your input and your views.

The closing date for this survey was 15 March and we will announce the name of the prize draw winner in your September 2011 issue of Members' News.

The conclusions will be used by the Board and Management team in the review of future strategies.



Join us for the 2012 Annual General Meeting

The next HF Holidays' Annual General Meeting was announced at Newfield Hall, Malhamdale on Saturday 24 March 2012 and members were invited to book for the Celebration Weekend.

Friday 23 March 2012, Newfield Hall, Malhamdale

2 nights member price £149 non member price £189
3 nights member price £199 non member price £249

The weekend price includes:

- Three nights' accommodation at Newfield Hall or in local nearby accommodation
- All meals from arrival on Friday evening until departure on Monday morning at Newfield Hall
- A choice of walks or an excursion on one day
- The Annual General Meeting, Society presentations and discussion forums
- A gala evening with live entertainment
- For those booking the weekend but not resident at Newfield Hall, transport from your hotel to Newfield Hall

Single, premium room and sole occupancy charges apply. Terms and conditions apply.

Adding value to membership: Afternoon Tea Extravaganza

On Sunday 19 June 2011, every UK Country House will open its doors to members between 3pm and 5pm for FREE afternoon tea.



Tea, coffee or fruit juice along with scones, biscuits and a selection of cakes will be served. Members wishing to visit for the afternoon are asked to register in advance on 0845 470 7558, stating their member number, number of people and location. Members may be accompanied by a non-member by arrangement.

Perfect for members who live near to one of our Country Houses, or plan to visit for the weekend, members can enjoy a visit or walk nearby and pop in for afternoon tea before returning home.

Notes on recommended walks and visits for each location are available on request when you register. Parking is available at the houses where possible, or nearby if the house car park is full.

We look forward to welcoming as many members as possible on Sunday 19 June 2011.

"Our Commitment to You"

The shareholders' policy can now be found on the membership pages of our website at www.hfholidays.co.uk/.....

The policy sets out our commitment to members and members' rights.

New Directors profiles



Robin Lumb

Robin brings extensive knowledge and experience to the Board having been a key player in several large engineering organisations and major train operating companies. A Chartered Engineer, he is interested in exploring ways of increasing

the utilisation of our UK houses and improving their operating efficiencies by embracing renewable technologies where appropriate. Recently he has been involved in the restoration of a derelict railway station which brought National Heritage Award success as well as royal recognition and a meeting with the Prince of Wales.



Cheryl Harris

Cheryl intends to use her experience in consulting and running a leisure business to support HF Holidays as it grows and develops. She sees the UK houses as the heart of the business and believes that the Board has a special responsibility to guide this much loved organisation into

a profitable and sustainable future. When not walking Cheryl is usually dancing; she's tried both together but finds she gets some funny looks when out on the hills!

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Dolserau Hall, Dolgellau



Much interest has been shown in our new Country House, Dolserau Hall. Since opening its doors in March we have seen a steady stream of bookings for both Walking and Leisure Activity holidays this year.

The house, situated in the beautiful setting of Snowdonia National Park still has availability on a selection of dates. Examples of some of the dates and holidays available include 4 nights Guided Walking starting on 27th June, Garden Tours commencing on 31st July or try your hand at Bridge and Walking on 17th October.

For a full list of availability contact our Reservations team or visit our website. See the back page for offers.



Country House refurbishments

Many of our Country Houses have been undergoing refurbishment work to provide more bedrooms for our guests and to improve the standard of accommodation. This would not have been possible without your support.

Public rooms

The bar, ballroom and entrance hall have been refurbished at Freshwater Bay House and the lounges and bar have been redecorated at Chy Morvah in St Ives. At Harrington House, Bourton-on-the-Water, the lounge and bar have been refurbished and the entrance hall at Newfield Hall in Malhamdale has been redecorated.

Bedrooms

At our newly acquired property, Dolserau Hall, four new bedrooms will be created. At Arran we have converted bedrooms 12 and 14 in the main house into en-suite rooms and new bedrooms and more en-suite rooms have been created at Newton House in Dovedale. We have undertaken further refurbishment of five bedrooms at Bourton-on-the-Water, six at Abingworth and Malhamdale and two at Selworthy.

New lodge at Whitby

We now have new accommodation to offer guests at Larpool Hall, with a lodge in the grounds just 30 metres from the Country House. The lodge has three double bedrooms, two bathrooms and a lounge with sofa bed, and will sleep up to eight people.

Families and small groups may find the lodge particularly useful to meet the accommodation needs of their party, and appreciate the independence a lodge can offer.



Dandelion Cafés launch at Country Houses



Dandelion is a new chain of Cafés, CaféBistros and CaféBars, launched by HF Holidays, with its roots in the tradition of the British tearoom. The brand offers a safe, modern, outside environment inside, and the use of subtle yet distinctive colours and materials. HF Holidays launched its new cafés, branded 'Dandelion', on 16 April at four of our Country Houses.

Described by customers as a place of peace and regeneration, and a place to meet and socialise, the first pilot café at Alnmouth, Northumberland, attracted up to 300 people a day in February and March, and is anticipated to seat over 600 people a day in the summer season.

The Dandelion locations offered to date, in addition to the CaféBistro at Alnmouth, are at Freshwater Bay on the Isle of Wight, Monk Coniston on Coniston Water in the Lake District, and a CaféBar at Haytor on Dartmoor, all areas of outstanding beauty and popular with visitors enjoying the pleasure of some of Britain's best scenery. Dandelion is also planned to have outlets in busy towns and holiday areas such as Keswick, Glen Coe, Ross-on-Wye and Dolgellau. The intention is for Dandelion to expand over the years to come, trebling its coverage over the next 18 months.

"It's a lovely, lovely place to be. I'd give it 20 out of 20!"

Roy & Jill Haviland,
Isle of Wight

Commenting on the launch of the brand, Head of Hotel Operations, Fraser Lord, said: "Dandelion is a modern twist on the traditional British tearooms which have proven so popular over the years. It does not pretend to be from anywhere else but Britain, and to be the best. The Dandelion says it all. Cheerful, light, unpretentious and with the ability to bring a smile to everyone's face."

We will also be launching a Dandelion Café website; you will be provided with updates in the coming months.



Environmental news

New main house boilers have been installed at Monk Coniston, Conistonwater which are more energy efficient. As part of our ongoing commitment to the environment, Fraser and his team of House Managers have been working with one of our catering suppliers '3663', to recycle waste cooking oil at the houses. The recycled oil is collected from the houses and converted into B30 Biofuel. The Biofuel is then used to help power the 3663 vehicles.

Free Nikwax products in our boot rooms

We are excited to announce our relationship with Nikwax as our preferred supplier of waterproofing products. Nikwax is the international leader in high quality footwear maintenance and waterproofing products.

New stands have been erected in the boot rooms, holding a selection of fantastic Nikwax products including Cleaning Gel, Waterproofing Wax for Leather and Fabric & Leather Proof spray.

The products will be available to buy from the house mini-shops, with members benefiting from a 10% discount.



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Update from Linda Hickey

May 2011 issue of Members News, is accompanied by your annual shares statement and interest has been applied at 2.5% to all shares held up to 31 October 2010.

Each year the interest rate set is usually accrued to your shareholdings and applies to shares on a day by day basis, either from 1 November 2009 or if you are a fairly new member, from the date during the period (1 November 2009 to 31 October 2010) that your shares were purchased.

If you are resident in the UK, tax has not been deducted from interest applied. If you reside overseas, a 20% deduction has been made from the interest applied. The closing paragraph of your annual shares statement provides more information about this.

In addition to this statement, you may request an up to date statement at any time and we will automatically send you a statement whenever you increase your shareholdings.

If you would like to increase your shareholdings, you may do so at any time by any amount up to £20,000 and purchasing is easy.

Details on how to pay can be found on the reverse side of your Annual Shares Statement.

May I take this opportunity to congratulate you on the support your membership of HF Holidays is providing, helping us to achieve our aspirations and to ensure that our co-operative Society benefits future generations.

Linda

Membership as a gift

Membership as a gift continues to flourish and more of you are taking up the option to purchase membership for friends and family even when there's no special occasion, or to buy them shares to add to their existing shareholdings.

It's a great idea and a gift that keeps on giving and remember, the shares are withdrawable.

Groups are great

In the last edition of Members News we informed you of our upcoming bridge taster holiday for English Bridge Union clubs. The taster holiday took place on 15 February at Newfield Hall, Malhamdale. 22 clubs from across the country, each sending two representatives. The taster was a huge success and the feedback has been very positive. We have already secured one confirmed group booking as a result of the taster and have provided quotes for a number of other clubs.

Here is just one example of the positive feedback we received:

'Everyone we spoke to agreed that it had been an excellent bridge holiday with just the right amount of friendly competition and that we could not have been treated better. We would thoroughly recommend anyone looking for a bridge holiday to consider using the services of HF Holidays.'



Full steam ahead for 2012

Our 2012 Group Holidays brochure and price leaflet are hot off the press with many of our regular groups already booked for 2012.

If you or any of your friends & family have not received a brochure but would like one please call our brochure line on 0845 470 8559.

Preview brochure coming soon

Our 2012 preview brochure features an enticing range of Worldwide and European holidays, with some new destinations to tempt you. Enjoy the stunning scenery and walks on the Greek island of Rhodes, or venture further afield to Thailand or Borneo to experience colourful cultures. Also new for this year are Alaska, Ecuador & the Galapagos, The Azores, Gran Canaria and Biar.

The preview brochure is due to be published in June, and will give a taste of what is to come in the Walking & Outdoor Holidays 2012 brochure.

Pre-order your copy by emailing your membership number (found on your share statement) to brochures@hfholidays.co.uk or call 0845 470 8559.

Partnerships

HF Holidays have formed a new partnership with Cotswold Outdoor.



We have joined Cotswold Outdoor to help and support the launch of their new Explore More benefits scheme, as their recommended holiday partner for the scheme.

This new exciting partnership will allow members to benefit from an initial higher level of 20% discount off full price items between 1st May and 30th June 2011. (After which investment members will receive 15% and ordinary members 10%).

Please present your HF Holidays' membership card and quote the code below code to receive your discount

AF-HFHS-A7 Investment Member (normally 15%)
AF-HFH-WY Ordinary Member (normally 10%)

Terms and conditions apply. Visit Cotswold Outdoor website for details.



Traditional Boundaries is named 2011 Park Protector



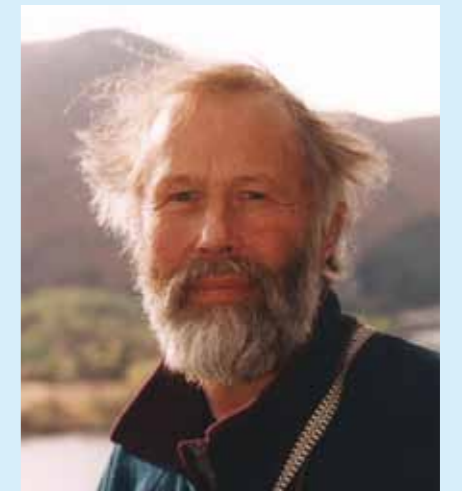
Brian Tilley, Chair of Environmental Working Group, presents Park Protector Award to Traditional Boundaries

Judges of the Campaign for National Parks' (CNP) Park Protector Award have chosen the Traditional Boundaries, Traditional Skills project as the winner of its prestigious award and accompanying £2,000 bursary. This project, based in Northumberland National Park, stood out amongst an excellent shortlist because it combined conservation with job creation, restoring the fragile landscape and creating a legacy of employable traditional skills in the equally fragile economy of the rural northeast.

The CNP launched the Park Protector Award as part of their 75th anniversary celebrations. The award supports and promotes one exceptional project or individual that has made an outstanding contribution to the protection, restoration or conservation of the national parks. HF Holidays sponsored this inaugural Park Protector Award and has also signed up to be CNP's first Corporate Park Protector.

"We are delighted that the Traditional Boundaries, Traditional Skills training scheme has won the first ever Park Protector Award. We have seen their skilled "path pitching" at first hand and their work is exceptionally good." Laura Sims, HF Holidays' Head of Marketing & Development.

For more details on the winning project and the shortlisted nominations go to www.cnp.org.uk



Courtesy of the Chris Bonington Picture Library

Better than Everest!

Sir Chris Bonington, Britain's best loved mountaineer, led one of three sponsored walks on Saturday 14 May to raise money for the Campaign for National Parks. The walks began and ended at Derwent Bank, our Country House on the shores of Derwentwater in the Lake District. The Grisedale Horseshoe, led by Sir Chris, was a challenging 9 mile walk that, in his own words, is "better than Everest with some of the most lovely views you will get anywhere in the world". For the less experienced walker there was also a moderate 6 mile walk and an easy 3 mile walk.

Walkers rested their weary feet after their challenge and took afternoon tea with Sir Chris in our comfortable lounges and in the grounds overlooking the lake.

See www.cnp.org.uk for more details.