

countrywide

APRIL 2002

COMPANION

NEWS FROM THE COUNTRYWIDE HOLIDAYS ASSOCIATION

*Dear Members, Affiliated Clubs,
Life Members and Loanholders,*

Spring is around the corner and hopefully we can get those boots on and enjoy some good healthy walking...in good weather!

The members' holiday Double Your Money discounts represent excellent value and, we hope, will make you want to take that extra short break. There are savings of up to £30 available on selected holidays.

You will see that CHA is fully behind the latest campaign to encourage people back to the countryside – to enjoy the many attractions, natural and man-made, that our landscapes have to offer.

You will also note that our AGM venue is yet to be finalised but please put the date in your diary – 12th October. Packages for two and three nights will be arranged – full details in the next newsletter. We are still hoping to hold the weekend around Manchester and show guests a number of the venues used in the summer Commonwealth Games.

Countrywide Holidays are currently receiving many enquiries and bookings and are very pleased with the level of interest in the new overseas walking destinations around Europe, with Austria proving most popular.

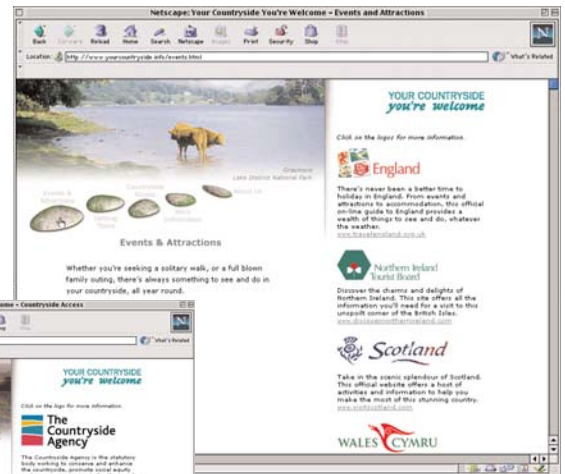
Enjoy your spring walking.

*Lynne Arnold
Membership Co-ordinator*

YOUR COUNTRYSIDE *you're welcome*

The campaign for the countryside is gathering momentum

"The people living and working in the countryside will ensure a very warm welcome to visitors – there is a vast amount to see and do, a terrific time to be had and we want to tell people about it. We believe it stands



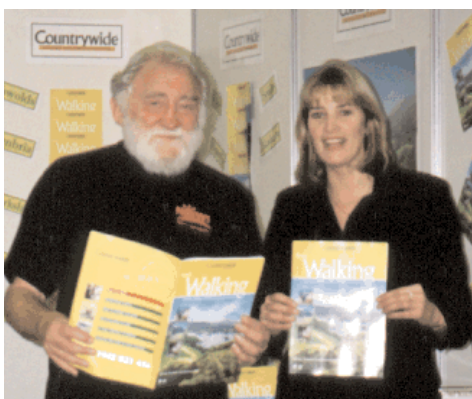
comparison with anywhere in the world. So come and see for yourself!"
Countryside Campaign

Get back to the countryside!

CHA has pledged its support for a new initiative, the aim of which is to encourage visitors back to the countryside and see what is on offer. Thousands of events and programmes of activity are being planned throughout the year. The Association has said that we will encourage our members and clubs to do their utmost to take holidays in the countryside this year, after such a devastating 2001 for the tourism industry and farming communities.

This campaign is a partnership involving:

- * government – principally the Department for Environment, Food and Rural Affairs and the Department of Culture, Media and Sport
- * agencies – principally the Countryside Agency and the English Tourism Council
- * many other key organisations – Regional Tourist Boards, Ordnance Survey, British Mountaineering Council, Woodland Trust, Wildlife Trust, Caravan Club, Cyclist's Touring Club and many others)



CHA invited Professor David Bellamy, one of our Vice Presidents, to join Countrywide Holidays on their stand at the recent Outdoors Show at the NEC in Birmingham. As he was just back from New Zealand, we were delighted he took time to accept!

Liz Toft, Product Manager, and

Simon Clarke, Activities Controller, manned the stand for the weekend and were very pleased to meet up with Prof Bellamy on the Friday afternoon at the beginning of the show.

He mixed with visitors and commented on countryside issues, fully endorsing the CHA activities.

INDIVIDUAL MEMBERS

Incredible members' holiday offers to enjoy scenic spring walking

£ double your money

Here is your first chance in 2002 to **double** the value of your membership holiday discount vouchers:

☛☛☛ **REMEMBER that the 'Double your Money' discount means money off the prices shown!**

USING THE BLUE VOUCHER – £10 off

The short breaks below normally qualify for the £5 discount – **this is now doubled to £10!**

Prices are per person half board with picnic lunch on walk days only, including walk leader and any necessary transport to and from walks. Includes en-suite facilities.

FOREST SIDE GUEST HOUSE, LAKE DISTRICT

15th April 4nts Strenuous £204 WLGS4S

THE WEBBINGTON, MENDIP HILLS

21st April 5nts Moderate £279 WLLOX5M

STIRK HOUSE HOTEL, LANCASHIRE HILLS

26th April 3nts Moderate £145 WLGBN3M

THE DARTMOOR LODGE, DARTMOOR

12th May 5nts Moderate £289 WLASB5M

THE SWAN, HAMPSHIRE

24th May 3nts Moderate £155 WLALL3M

USING THE GREEN VOUCHER – take £30 off

The short breaks below normally qualify for the £15 discount on the green voucher – **this is now doubled to £30!**

MOORGATE, HOPE – GUIDED WALKING

Prices are full board per person in standard rooms. There are only a limited number of en-suite rooms, available at £4pp per night.

26th April 3nts Strenuous £129 WTHPE3S

29th April 4nts Moderate £209 WTHPE4A

The holiday above is a Themed walk – White Peak Wonders

19th May 5nts Moderate £255 WTHPE5G

COACH INCLUSIVE GUIDED WALKING

Prices for coach inclusive breaks are per person half board with picnic lunch on walk days only and include en-suite facilities. These holidays are inclusive of coach travel to and from resort although you can also make your own way to the hotel if desired.

KINGS HEAD HOTEL, CIRENCESTER

22nd April 4nts Moderate £239 WEWKEWA

Departs from the East only

WINDERMERE HOTEL, WINDERMERE

22nd April 4nts Moderate £233 WRWKJWA

Departs from the South East only

All dates are subject to availability.

To book, phone Countrywide Reservations department on 01942 823456 to check availability, then send in your deposit. When you pay your balance, complete the front of your discount voucher, remembering to tick the 'Double your Money' box, deduct the discount, then send the balance payment to us!

CLUBS AND GROUPS

CALLING ALL GROUP ORGANISERS!

Countrywide knows how to look after groups on holiday – we understand the needs of clubs.

We offer incentives to help you get away.

Don't forget that on any group holiday throughout the year we offer ONE FREE PLACE for every 16 adults.

Also, we realise that organising a group of individuals on holiday can be stressful so we give 25% off the organiser's holiday if you book over 30 people on any single Countrywide holiday.

You go away to enjoy food walking and great surroundings so with over 40 scenic locations around Britain and in Europe to choose from, there is bound to be one to suit your club!

Just phone 01942 823456 to find out how easy and affordable a Countrywide group get-away can be!

DUE DILIGENCE WHEN WALKING

Mel Owen is offering to visit clubs personally to talk on the increasingly important topic of risks and hazards whilst out walking, and also on the Walking Group Leader Award on which he has been working.

A number of our clubs have already taken up this superb opportunity and Mel does not mind roaming the country! Please contact Head Office to arrange a date.

LAST CHANCE TO STAY AT DOVERHAY PLACE IN SOMERSET whether you're walking or sightseeing

Doverhay Place will be closing at the end of June so why not make a fond farewell to this popular property? It is now an AA 4-diamond rated, turn-of-the-century country guest house with extensive gardens, overlooking the pretty village of Porlock.

Situated on the edge of Exmoor, it is an excellent base for walkers of all abilities to enjoy inland and coastal scenery. It is also ideally situated for sightseeing visits to the 'chocolate box' thatched cottages in the hamlets of Bossington, Allerford and Selworthy as well as nearby Minehead with its harbour and sandy beaches. It is also the home of the West Somerset railway and at Lynmouth there is the ancient water-driven funicular railway connecting it with Lynton.

Prices in April, May and June

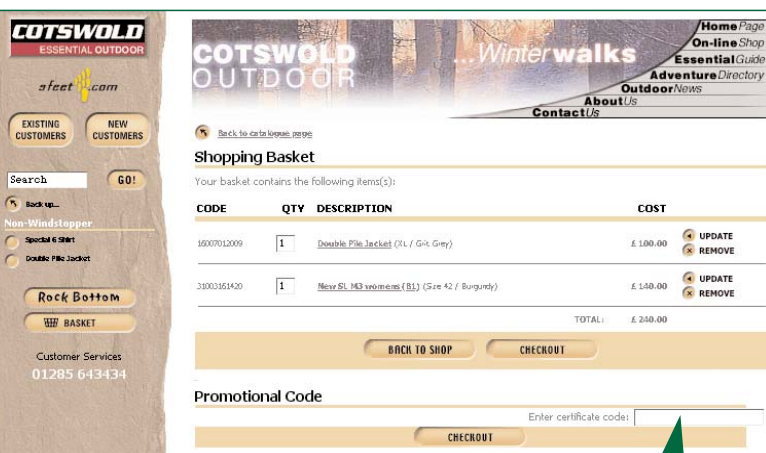
2 nts @ £85 pp, 3nts @ £119, 4nts @ £158
En-suite rooms (deduct £3pp for standard rooms), full board including picnic lunch on a Go-As-You-Please basis.

Money off outdoor clothing, footwear and equipment!

FOR ALL MEMBERS, AFFILIATED CLUBS AND CLUB MEMBERS

There are three easy ways to receive the new 10% discount from Cotswold Outdoor:

- * shop in one of their 10 stores around the country
- * phone 01285 643434
- * go online to www.cotswoldoutdoor.com



The CHA code is C2014 which you need to quote to receive the savings on the phone or in the shops. On the website, when you get to the Shopping Basket page, you will be asked to enter the code under the section 'Promotional Code' – see the picture above.



Stanley Ghyll House

CHA has managed to find a buyer for our guest house in Eskdale in the Lakes, after a very difficult negotiation period with the Foot and Mouth crisis and frustrating contractual agreements.

The new owner plans to invest in refurbishment of the property...so perhaps in years to come we may feature this again as a Countrywide Holidays destination.

2002

Countrywide brochure



Countrywide Holidays is offering a marvellous collection of walking holidays around the UK and, for the first time in nine years, in Europe.

Here are some highlights:

- **three walking grades** – leisurely, moderate and strenuous
- **addition of another walking terrain, coastal/rugged** so that there are now four easy-to-read categories – mountain, moorland, coastal/lowland and coastal/rugged, which best describes the new walks in Ireland
- **eight new walking locations in the UK**, going into new areas to provide variety – six in England, one each in Wales and Scotland. There is Bexhill-on-Sea on the Sussex coast, Loxton in the Mendips, Bellingham in Northumberland, Cloughton in the North York Moors, Ullswater in the south east Lake District and Settle in the Yorkshire Dales. In Scotland, you can walk around Pitlochry and in Snowdonia around Betws-y-Coed. Wonderful hotels in wonderful locations!
- **plenty of single rooms**
- **a wide selection of walks** which will challenge the most adventurous walker and also lure the leisurely strollers
- **an enhanced programme of Self Guided breaks**, to cater for the many people who want to walk independently and yet need the backing of our expertise + FREE guide book (Jarrod's excellent Pathfinder Guide)
- **overseas walking holidays**. This venture into holidays in Europe, by air and coach, takes in Austria, Italy, Spain, Ireland and the Channel Islands

If you would like a copy of the new brochure, please phone the Hotline on 01942 823456.

OS maps – for less!

Do remember that CHA has negotiated an excellent discount on OS maps for our members, clubs and club members, enabling you to buy Ordnance Survey maps for a super 25% discount. This includes the useful laminated Aqua series.

This offer is through Chartech, a specialist company based in the Peak District, so all you need to do is contact them direct, mention CHA and give your membership number or club name.

- * phone 01433 621 779
- * go online to www.aqua3.co.uk

board changes

Margaret Whiteside has resigned her chairmanship of the Board but we are glad to report she has stayed on as Director. Margaret needs to find more time to undertake other pursuits, such as leading holidays abroad for Ramblers Holidays, other interests in her home area of Cumbria, and the Peter Kirk Trust. CHA takes this opportunity of thanking her for the energy, commitment and enthusiasm she brought to her role as Chairman in very difficult times.

We welcome Val Harvey as the new Chairman. Val is no stranger to the work of the CHA as she has been a Director for eight years and served as Vice Chair for five years. As she takes over the mantle, we wish her well.

Director, and Chairman of the Development Fund, Mel Owen, assumes the role of Vice Chairman.

Director Rita Perkins has found it increasingly hard to attend meetings, due to personal commitments, and therefore stood down as a Director in January 2002. We thank her for her years as a Director.

congratulations

The lucky winner of the CHA prize draw for 2001 was Mr A Birtwisle of Nottingham, a member of Nottingham CHA Club.

This annual draw is for members who recommend a friend or family member for a Countrywide holiday who has not holidayed with Countrywide before.

The prize is a three night break of the winner's choice. Mr Birtwisle plans to visit the delightful fishing and seaside resort of Whitby on the north east coast.



The AGM will be held on Saturday 12th October and the usual packages of two night and three night breaks will be available over the weekend from Friday 11th to Monday 14th October.

We are currently finalising a venue but are finding that the priority of running the Commonwealth Games successfully is uppermost in the minds of venue organisers at present! Details in the next newsletter.

New CHA e-mail

CHA has a new e-mail, linking in with the web address, making our electronic details much easier to remember!

info@cha-walking.org.uk

THE INVITED GUEST TRUST



We welcome Peter Harrington as the newly appointed chairman of the IG Trust as from January 2002. He has served as a Trustee for two years and is well placed to assist the work of the Trust.

Peter is Managing Director of research and marketing company Questions Answered, based in York. CHA has known QA for many years, indeed using their services for several research initiatives in the past. When asked to become chairman, Peter said "I am delighted to take up the post and am really looking forward to moving the Trust forward and continuing to provide holidays for people in need."

Outgoing chairman Val Harvey speaks very highly of Peter, commenting on his commitment to, and enthusiasm for, the Trust.

With the changing nature of Countrywide Holidays and the trend in holiday-taking today, the Trust is embarking on a new initiative – to provide funds to enable schoolchildren to join school field trips when the family's financial constraints would otherwise not allow them to participate.

If anyone would like to contact Peter, his e-mail is peterh@questions.co.uk or phone the head office.

walking the way to health

CHA has been supporting this initiative for over a year now, passing on news to clubs and Val Harvey was our representative last autumn at a regional meeting.

Walking the way to health aims to improve the health and fitness of more than a million people, especially those who currently do little exercise or who live in areas of poor health. It is community based so anything that our clubs and members can do to encourage local people to join your walking groups would be greatly appreciated.

A new suite of literature is available, which could be used by our clubs. Perhaps you could advertise your club on posters in libraries, as a provider of healthy walks.

To help promote the concept of healthy walking, four eye-catching posters have been designed with the message "What are you waiting for". They are available as A2 posters, A6 postcards and in electronic form.

They can be ordered free-of-charge by phoning 01242 533258.

There are also regular posters available in A3, A4 and A5 size with the message "walk more – feel the difference". Such aids might help our clubs with their marketing in order to increase membership.