



Dear Member,

As the new Chair of HF Holidays I wanted to highlight some proposed changes to membership and explain how you can benefit as a member. These changes are designed to ensure the society thrives and is sustainable in the longer term. If you attended the AGM this April, you will have heard my predecessor, Malcolm, report that HF Holidays has weathered the storm of Covid and is now in a place where we can invest in our facilities for the future, 'Building Our Tomorrow' with 'Our Members at Our Heart'.

We owe a debt of gratitude to those before us who made HF Holidays special through its co-operative ethos and principles of sociability. We have a responsibility to ensure it remains in place for generations to come, in what is a hugely competitive tourist industry.

At the AGM, it was explained how the funds of members have enabled us to invest in HF Holidays by, amongst other things, improving the HF Holidays estate and guest experience, and progressing our sustainability initiative; these are key to our values and strategic goals.

All members, regardless of their level of investment – even those with an investment under the current minimum of 100 x £1 shares – presently enjoy all the benefits of membership including 10% bar bill discount, member discounted holidays and discounts with suppliers, as well as the voting and other rights of membership pursuant to the Rules. Remember, non-members pay a supplement of £30 on all their holidays.

You may be aware that your investment is less than the present minimum for membership of 100 x £1 shares under the current Rules. We recognise and appreciate your long-standing support as a member and your loyalty to HF Holidays and we would ask you to consider increasing your contribution up to the minimum level of 100 x £1 shares. One of the key benefits to new members of investing in the minimum of 100 x £1 shares is that it triggers the payment of interest on any investment from 100 up to 100,000 x £1 shares. Currently the rate of interest is 1.5%.

As a co-operative it is important to ensure that the benefits we award to members are transparent. Currently benefits are awarded to members below the 100 x £1 shares minimum that has been agreed and so it is incumbent upon the Board to review this. We will inform you of the outcome of those Board discussions, but we would urge you to consider increasing your investment up to 100 x £1 shares or more to support your Society, so that your investment is at least at the same level as members currently joining the society.

Details of membership levels and how you can make an added contribution are overleaf. Any additional investment you make will be gratefully received and will help us to increase the pace at which we upgrade our country houses, and ensure the legacy of HF Holidays lives on for future generations.

Thank you for your support over the years.

Yours,

A handwritten signature in black ink, appearing to read 'Ben Reid'.

Ben Reid OBE

Chair of HF Holidays

KEY BENEFITS OF MEMBERSHIP	UNDER £100	STANDARD	INVESTMENT	INVESTMENT PLUS
MINIMUM INVESTMENT	-£100	£100 - £999	£1,000 - £2,999	£3,000 +
RETURN ON INVESTMENT Annual interest on shares The current interest rate is 1.5% (as at 2 August 2022)		✓	✓	✓
MEMBER ONLY NEWS Footnotes magazine e-Footnotes digital newsletter	✓	✓	✓	✓
ATTEND ANNUAL GENERAL MEETINGS	✓	✓	✓	✓
VOTE for the members standing for election to the Board of Directors (or stand yourself)	✓	✓	✓	✓
10% OFF BAR BILLS at our UK country houses	✓	✓	✓	
EXCLUSIVE MEMBER BREAKS UK and Europe. By email	✓	✓	✓	✓
EXCLUSIVE INVESTMENT MEMBER BREAKS By email			✓	✓
EXCLUSIVE HOLIDAY OFFERS FOR INVESTMENT PLUS MEMBERS By email				✓
PARTNER DISCOUNTS off purchases from Cotswold Outdoor, Cicerone, Rohan, Hi-Tec	✓	✓	✓	✓
ADVANCE NOTICE ON NEW HOLIDAYS By email			✓	✓
ADVANCE REGISTRATION: NEW SEASON HOLIDAYS	✓	✓	✓	✓

TO INCREASE YOUR SHARES

VISIT [HFHOLIDAYS.CO.UK/INCREASE-SHARES](https://www.hfholidays.co.uk/increase-shares) OR CALL **020 3974 8865**
FOR ANY OTHER MEMBERSHIP ENQUIRIES PLEASE CALL US ON **020 8732 1290**