



**Cover4Caravans**  
Specialist Caravan Insurance

# Cover4Caravans e-Newsletter

Issue 5 April 2011



## Introduction

### Welcome to our fifth Caravan E-Newsletter.

From the number of entries we receive to our caption competition we know that you are reading and enjoying our newsletter.

Our current prize is an iPod Nano but if you can think of a better offering then please email us with your ideas.

Our new "Kids Corner" is aimed at our younger caravanners and we hope to receive plenty of entries for those Disney Store Vouchers.

By the time you read this the clocks will have sprung forward and we will be fast approaching the caravan season proper and we hope you all have a fantastic time this year, remember we are here to help with any queries you may have regarding your Caravan Insurance.

Thank you for your continued support and for choosing Cover4Caravans as your preferred Insurance Provider.

Best Wishes

*Richard*

**Richard Burgess**

Director, Cover4Caravans

[richardb@alanblunden.co.uk](mailto:richardb@alanblunden.co.uk)

### Caption Competition

For your chance to win a brand new iPod Nano, have a look at the photo below and give us a caption:

Please submit your entry by email to [sophiem@alanblunden.co.uk](mailto:sophiem@alanblunden.co.uk) or by post at our address shown in the contact information.

Closing date for entry is **15th May 2011**.



AmTrust Europe  
An AmTrust Financial Company

Cover4Caravans would like to thank AmTrust (Europe) Limited for their support in the prize draw.

## News From The Pitch

### Caravanners Turn Up In Their Numbers At Recent Show

Organisers of the recent Boat and Caravan show for this year are said to be delighted with the attendance of the recent exhibition at the NEC in Birmingham.

Attendance increased by 4% overall and the majority of caravan manufacturers saw an increase in sales following the event. Organisers of the event have also agreed a new three-year deal with The Camping and Caravanning Club, keeping the show at the NEC for the next two years at least.

The brand new Outdoor Leisure Show launched on 25 February. Visitors to Boat & Caravan also gained entry to the Outdoor Leisure Show, so the admission price offered two shows for the price of one. A total of 86,988 people visited the event over the six days it was open.

The show's Director Andy Gibb said: "I'm absolutely delighted with how things went at the show – it's been a great week. The Outdoor Leisure Show has made a big difference. Launching any show is extremely nerve-racking but the outcome has exceeded my expectations. And it drives a new audience to Boat & Caravan."

Many visitors of the show purchased fantastic new caravans. Bailey made a 5% growth in sales values compared to last year's event, increasing their takings from the event to £7m.

Lunar also had a good show, and achieved £3.2m in sales. Martin Henderson, Sales and Marketing Director for Lunar, said he was happy with their performance. "In anticipation of what we believed would be a challenging February show, the Lunar team and our retailers worked extremely hard to deliver this successful show result."

We at Cover4Caravans also attended the event. Cover4Caravans Manager Michael Stammers commented: 'One thing that struck me was the number of Park Homes at the show, this is clearly a growing market and we went into a few of the Caravans and as usual were very impressed.'

The next caravan show at the NEC will be the NCC show, which runs this year between 11th and 16th October.



### Inos Slide-Out at NEC Show

The Fifth Wheel Company have launched the new Inos caravan at the recent Boat and Caravan show at the NEC in Birmingham. The new model comes with a brand new slide-out section, giving 3 square meters of extra room inside the caravan.

This innovative caravan has a twin axle, bed, a big lounge, kitchen, separate washroom and toilet and the new slide-out section to create more space inside the caravan.

The revolutionary new slide-out section is operated by switch, taking just 15 seconds to move into place. This allows for extra space in the caravan, which also has Alde wet central heating, which includes under floor heating.

The Fifth Wheel Company are able to build one of these bespoke vans within a week and will build and plate it according to the weight your 4x4 can tow. Pricing of this new caravan starts at £36,000.



## Never too old for Facebook!



If you thought Facebook was only for youngsters then think again. You'll be surprised at the number of people you know who use this social network on a regular basis to communicate with their friends.

Not only can you communicate with people on Facebook but companies just like us at Cover4Caravans have a page too!

Why not connect with us and find out the latest news at [www.facebook.com/cover4caravans](http://www.facebook.com/cover4caravans)

## Keep on blogging at Cover4Caravans!

Here at Cover4Caravans we like to keep our customers informed and there is no better way to do this but on our very own blog!

Here you can read the news and often bizarre views from Director Richard Burgess, Manager Michael Stammers and Assistant Manager Sophie Morris as well as helpful hints on caravanning, customer testimonials, frequently asked questions and much more.

You can also tell us about your favourite caravan destination in our "Wish You Were Here" category, you never know you may help other caravanners in choosing a breakaway!

Log on and see what all the fuss is about at [www.cover4caravans.co.uk](http://www.cover4caravans.co.uk) and our blog is on the right hand side!

# Caption Competition Winners Issue 4

Thank you to everybody who entered the last Cover4Caravans Caption Competition. We were thrilled with the number of entries we received. Here is a quick reminder of the photo:

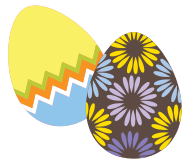
Our runner up was Mr Kim McLean from Sunderland with his entry of: 'Nigel realised the Site Warden was serious when he told him to vacate the site by midday.'

But our winner (as voted for by our Communication Team) was Mr Alan Hewitt from Dorset with his entry:  
**'CLARKSON!!!!...Put me down now!!!!'**

Many congratulations to Mr Hewitt who has received his iPod Nano.



## Kid's Corner



Happy Easter every one! Hope the Easter bunny leaves lots of treats for you.

Try our Easter wordsearch for a chance to win £15 Disney Store Vouchers!

R	V	X	D	T	S	G	G	E	F	G	V
D	I	J	U	B	C	B	I	A	D	Q	B
B	U	L	I	H	A	E	H	C	R	Y	U
Y	I	A	I	E	A	U	H	I	P	I	N
P	L	C	J	S	N	O	D	E	M	Q	N
D	K	E	T	T	C	A	G	B	T	B	Y
K	B	E	Y	O	F	N	X	O	T	J	W
I	R	R	L	F	I	B	A	S	K	E	T
L	W	A	O	R	T	Y	M	T	L	Y	T
Q	T	D	P	X	N	D	S	X	N	Y	A
E	I	S	I	U	K	E	L	R	D	V	Z
L	O	O	J	H	N	Z	V	R	L	J	J

Basket  
Eggs  
Bunny

Hunt  
Chick  
Nest

Chocolate  
Spring  
Daffodil

Tulip  
Easter

Your Name .....Age.....Telephone.....  
Address.....  
.....Postcode.....

### Just for Fun...

Here at Cover4 we love to know whats going on in the caravan world, and whilst we're stuck in the office we would love to know what you're up to this season, could you draw us a picture of your caravan?

Although there is no prize for this competition, if selected as the winner, your drawing will be published in our next newsletter which is sent to over 6,000 caravanners.

Please submit your entries for both competitions to Sophie Morris, Cover 4 Caravans, 7th Floor Maitland House, Warrior Square, Southend on Sea, SS1 2NB or [sophiem@alanblunden.co.uk](mailto:sophiem@alanblunden.co.uk)

Closing date for both competitions is 15th May 2011.

A special congratulations goes to our Valentine's edition's Word Search winner, **Alicia Tully** from Somerset.

Alicia has received her Disney Store Vouchers!

Get away to...

## Willow Holt Caravan Park

Willow Holt Caravan  
and Camping Park  
Lodge Road  
Tattershall  
Lincoln LN4 4JS

Owners – Martin & Christine Grafton

Willow Holt Caravan Park welcomes caravans, tents and motorhomes in all shapes and sizes! Being based in Lincoln the site has many attractions near by, Kinema in the woods, Battle of Britain Memorial, Cottage museum and many more! The site has great clean facilities with wash basins, showers, a laundry room and on site toilets. There is 10 acres of woodland and land which includes lakes where you can fish for free! Furthermore, the cost of a pitch with electric hook up is very competitively priced; starting at £14 a night, which is nothing for a great holiday!



**Get away to....**  
Tell us about your favourite "Get away" for a chance to see your article published in a future edition of our e-Newsletter. Email your review, with photo's, to [sophiem@danblunden.co.uk](mailto:sophiem@danblunden.co.uk). If we publish your review you will also receive a £20.00 M&S Voucher!

## A – Z of Caravanning

### M

**Motor Mover.** An experienced caravanner will know what this is already but for those "newbie's" it is a motorized unit that will allow you to move your caravan into and out of most pitches. They are easy to fit and can park up your van at home with the minimum of fuss.

The benefits of a motor mover include making the moving of a single or double axle as easy as pushing a button or pushing a bar. They also remove the need for the assistance of neighbours and friends to help you and the risk of aches and pains. They operate on most surfaces with ease and even slopes are no bother.

They also make hitching up stress a thing of the past and there are no problems with maneuvering on drives. The caravan can be moved to your car under complete control.

### N

**No Claims Bonus.** Whilst Caravan Insurance has differences to Car Insurance, some of the principals still apply. Insurance should at the end of the day offer benefits for not making

claims, and we at Cover4Caravans are no different. We offer generous discounts for going claim free on your insurance. However, should the unfortunate happen, your dedicated Account Handler will be available to help you with all aspects of the claims process.

### O

**Overseas.** You may wish to take your caravan abroad, after all part of the fun of purchasing a caravan is that you can enjoy a holiday in the European Union without the shackles of booking hotels, flights etc? The cost is also massively reduced by using your caravan and there is untold freedom where you are able to roam wherever you wish to. Typically insurers will offer a specified number of days for caravan cover in the European Union, and usually will be a standard part of your policy.

Cover4Caravans offer 240 days of cover within the European Union, Norway and Switzerland and you do not need to let us know when you travel as long as in total for the period of insurance you do not exceed 240 days.



## Cover4Caravans Contact Information:

Cover4Caravans  
7th Floor, Maitland House  
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Essex, SS1 2NB

Team Number: 0800 9707172 (freephone)  
Fax: 01702 600546  
Email: [cover4team@alanblunden.co.uk](mailto:cover4team@alanblunden.co.uk)  
Website: [www.cover4caravans.co.uk](http://www.cover4caravans.co.uk)

## Team Contact Names:

Michael Stammers – Manager  
Sophie Morris – Assistant Manager  
Catherine O’ Donoghue – Account Handler  
Jecelda Allen – Account Handler  
Tony Thorne – Account Handler  
Sarah Clarke – Account Handler  
Daniel Watson – Account Handler



## Meet the Team – Jecelda Allen

Q1 What is your role at Cover4?

A *My role at Cover4 is an Account Handler*

Q2 How long have you worked here?

A *I have worked here for 2 years this month*

Q3 What's great about working here?

A *Oh, the whole package really. This is one of the best companies I've ever worked for. The Cover4 team is like a second family to me. Another thing I love about my job is helping people and it gives me the best opportunity to talk and give my opinion. Everyone knows I love talking!*

Q4 Favourite food?

A *Seafood dishes*

Q5 Best Holiday Destination?

A *My beloved home country; Philippines*

Q6 Three Wishes:

A *1 World peace and to see much more of the world  
2 To continue to have a happy and contented home and work life  
3 To be given a further 3 wishes!*

Q7 If I was an animal...

A *I would be a Nightingale; I enjoy singing and dancing and am free-spirited. I don't care much about what others think about me. Most people find me fun and a great friend.*

Q8 Favourite hobby?

A *I don't have a favourite hobby as such but have just recently taken up Zumba*

*dance classes; it's really fun and a great way of keeping fit!*

Q9 Tell us a joke...

A *A lawyer and an engineer were fishing in the Caribbean.*

*The lawyer said "I'm here because my house burnt down and everything I owned was destroyed by the fire. The insurance company paid for everything."*

*"That's quite a coincidence," said the engineer. "I'm here because my house and all my belongings were destroyed by a flood, and my insurance company also paid for everything."*

*The lawyer looked somewhat confused, "How do you start a flood?" he asked.*

*This newsletter was produced by Aura Design.*

*We are a design and branding agency based in The Old Truman Brewery on Brick Lane. Our clients range from market leading global brands through to start-up companies, and we tailor our services and approach accordingly. We fill a genuine gap in the marketplace: we provide top tier external agency experience and services, but with the approachability and accessibility of an in house design team.*

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