

# Cover4Caravans e-Newsletter

Cover4Caravans



Issue 10 February 2012

## Introduction



What a start to 2012 it has been for us here at Cover4Caravans – we have started the year with a brand new look and on the 11th February we move into our new offices.

We spent a long time developing our new branding and we hope you

love it as much as we do. Some of our documents are still in the changeover period - we are environmentally friendly so we were keen not to throw stocks of stationary away just for the sake of it!

We are all ready for the 2012 Caravan Season and our specialist Caravan Insurance Schemes continue to be market leading. Please remember that if for any reason you are unhappy with our renewal invitation just contact us – we pride ourselves on our fantastic renewal retention so let us do everything we can to ensure you remain a Cover4Caravans Customer.

Congratulations to our Christmas iPad2 winner – it made our day to make one of our customers so happy. Enjoy our new toy!

We have a growing Twitter following so remember to come and follow us - @cover4caravans – and see what I am doing and what we are up to!

On a more serious note, the economic downturn continues and we are all trying hard to keep our Companies moving forward. If you find yourself struggling to keep up the payments for your Caravan Insurance or are tempted not to renew your policy please speak with us and we will do everything we can to help – we don't offer Policies with reduced cover because we need to ensure you are protected and coupled with our low prices there should be no need to chose less cover in the current insurance climate.

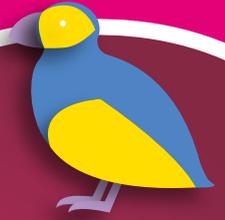
Thanks for your loyal support and get those caption competition entries in!

*Richard*

**Richard Burgess**

Director, Cover4Caravans  
richardb@alanblunden.co.uk

## 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!

## Cover4Caravans on Facebook & Twitter

If you thought Facebook and Twitter were only for youngsters then think again. You may be surprised at the number of people you know who use these social networks on a regular basis to communicate with friends and colleague.

You may also like to know that we at Cover4Caravans are also on these sites and we provide information, news and views from the Caravan Insurance world.

Why not log on and connect with us at [www.facebook.com/cover4caravans](http://www.facebook.com/cover4caravans) or on Twitter @Cover4Caravans



# Caption Competition

For your chance to win an iPod Nano, have a look at the picture below and give us a caption.

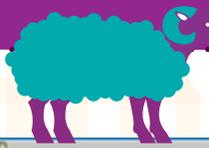
Please submit your entry by email to [sophiem@alanblunden.co.uk](mailto:sophiem@alanblunden.co.uk) or post it to our address, shown in the contact information section.

Closing date for entry is 15th March 2012.



AmTrust Europe  
An AmTrust Financial Company

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



## Cover4Caravans goes wild!

# Cover4Caravans



As a valued and important Customer we wanted you to be the first to know about our brand new Look and Feel that has gone live.

We have spent the last few months working closely with our expert designers (Aura Design limited) and are really excited about the results.

Visit our website - [www.cover4caravans.co.uk](http://www.cover4caravans.co.uk) - to see the new designs in all their glory - however in the meantime you can see our new look all over this newsletter!

We would love to hear your feedback so feel free to drop me an email:  
[richardburgess@alawblunden.co.uk](mailto:richardburgess@alawblunden.co.uk)

Thank you for your support and we look forward to renewing your Caravan Insurance Policy in 2012.

Richard - MCIM - Director

# Caption Competition Winners Issue 9

Thank you to everyone who entered our Christmas themed Caption Competition. Here is a quick reminder of the photo:

Our runner up was Rob Falconer from Penarth, with :

**'Santa wasn't wearing a crash helmet – he clearly had no regard for elf and safety'**

But the overall winner was Paul Watts from Northampton, with:

**'Countries at war won't ruin Christmas with a no fly zone, Ho Ho Ho they won't beat me'**

Many congratulations to Paul Watts who is now a proud owner of an iPad 2.



## News From The Pitch

### All Set for the Motorhome Caravan & Camping Show

The Excel Centre in London is getting all prepared and ready for the extravaganza of the year: The Motorhome Caravan and Camping Show.

Come along to see the fantastic new models that are available for all of the major Caravan makers. You will also pick up handy tips and hints to enhance your caravan experience, ensuring you truly get the best possible experience your Caravan can offer.

The show is running from 14th February through to 19th February 2012. Pre-book your tickets for a guarantee of getting in to this highly popular event.

### Eterniti on Show in Manchester

Britain's newest caravan manufacturer Eterniti Caravans has displayed one of their new and exciting tourers at the recent Manchester Show.

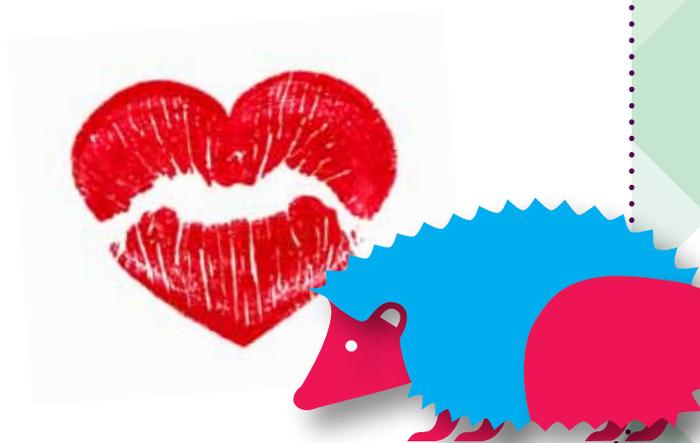
The tourers had been hit with transport issues, but they have overcome this issue to get the new caravans on display. The company has got one of the US-built through customs and it was moved across from the company's Widnes HQ in time for the start of the show, allowing visitors of the event to marvel at the fantastic new designs.

### Catterick Expanding in the North East

Catterick Caravans has completed the acquisition of two new sites in the north-east of England.

The family-owned business, run by brothers Chris and Matthew Kinsell, took over the two sites in speedy fashion, as both of which were being utilised by Discover Leisure until October. Discover Leisure did go into administration in 2011, and Catterick have made the most of this opportunity. The two sites are at Birtley, Tyne and Wear and Flaxton Moor, York.

The new sites will now take on the names used previously – Tyneside Leisure World and Ebor Leisure World - respectively. Both will retail new and used caravans and motorhomes. Negotiations over which makes and models the branches will stock are yet to be agreed, but this is an exciting time for all at Catterick Caravans.





## Cover4Caravans Contact Information:

Cover4Caravans  
Baxter Building, 80 Baxter Avenue, Southend on  
Sea, Essex SS2 6HZ.

Team Number: 0800 9707172 (freephone)  
Fax: 01702 606667  
Email: cover4team@alanblunden.co.uk  
Website: www.cover4caravans.co.uk

## Team Contact Names:

Michael Stammers – Manager  
Sophie Morris – Assistant Manager  
Catherine O' Donoghue – Account Handler  
Crystal Warrington – Account Handler  
Daniel Watson – Account Handler  
Natalie Hill – Account Handler  
Sarah Clarke – Account Handler  
Tony Thorne – Account Handler



## Meet the Team – Crystal Warrington.

Q1 What is your role at Cover4?

*To provide information and quotes on both Touring and Static Caravan Insurance, Let and Unoccupied Property Insurance, to provide an excellent service and build a good relationship with new and existing customers.*

Q2 How long have you worked here?

*Since November 1st 2011*

Q3 What's great about working here?

*The people and the banter! Love joking about with people as I can be a bit of a clown, and I like a bit of healthy competition too.*

Q4 Favourite Food?

*Basic Cheese and Tomato Pizza, Pasta Carbonara, Chicken Chow Mein. Can be all on the same plate.*

Q5 Favourite holiday destination?

*Egypt – Have been there 7 times in the space of 5 years, although money is tight so have not been back in a while.*

Q6 Three Wishes?

*1. To be able to afford my own house with a garage, garden and swimming pool. Preferably in a sunny hot country.*

*2. To be able to eat as much food as I want, whenever I like, without eventually becoming the size of a house.*

*3. To be able to fly.*

Q7 Favourite Film?

*3 men and a baby / 3 men and a little lady.*

Q8 Tell us a joke?

*Q. Whats Pink and fluffy.  
A. Pink Fluff.*

*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.*

*Our clients enjoy the best of both worlds.*

# aur6

Aura Design Limited  
91 Brick Lane, London, E1 6QL

Studio: 0207 377 6800

Fax: 0207 650 7937

Web: www.auradesign.ltd.uk