

Information regarding our contracts with HF Holidays and Ramblers Worldwide Holidays

You may have seen in Walk magazine or your area newsletter that we have signed a contract with Ramblers and Ramblers Worldwide Holidays (RWH) to “promote mutually each organisation’s services”. The contract aims to increase donations and encourage their clients to join Ramblers as members. The contract starts in October and runs for three years.

We are able to sign this contract because our arrangement with HF Holidays finishes at the end of September. The contract has brought in over £200,000 of income we are grateful to the staff and members of HF for their continued support. As a national affiliate going back to our founding days our mutual bond will remain strong.

The RWH contract focusses mainly on digital communications i.e. our websites and emails. You can expect see promotion of RWH on our website and in our email communications with members. In return you will see Ramblers on their website and in their emails.

RWH will be referred to as our “*walking holiday partner*”. You’ll see that this is different from past contracts which referred to our “*recommended walking holiday provider*”.

The walking partnership

The contract includes the Walking Partnership which enables groups to get direct financial support from RWH for their activities in return for booking holidays with them.

Aside from the Walking Partnership the activities of areas and groups are excluded from the contract. This means that you can seek advertising and sponsorship for your activities from any holiday company including both HF and RWH.