

# Holidays and so much more

FAMILY-RUN FOR OVER 60 YEARS



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[Daily Echo](#), [Bournemouth Echo](#) and [Hampshire Chronicle](#), June 2020



## The perfect staycation is right on your doorstep

Lorelei Reddin

IT'S all about the Great British staycation this summer. And that's music to the ears of staff at this family-run New Forest holiday firm.

With Covid uncertainty making millions of holidaymakers reluctant to book foreign travel and hopes high that travel will soon be possible around the UK again, holiday makers are busy leading the January blues by booking a British break.

Recent and financial uncertainty are also having an impact on foreign holidays and helping to give a much-needed boost to the UK's Covid-ravaged tourist industry.

Shorefield Holidays is offering a Covid guarantee and 30 per cent off all breaks until the end of the month.

The company was born in 1998 when Dr Robert Pollock bought a small caravan park next to a work-out gravel pit near Milford-on-Sea because he couldn't find anywhere to pitch his holiday caravan and transformed it into Shorefield Country Park.

For the first 18 years, the business was run by Dr Pollock as a GP in Bournemouth. Dr Pollock moved to Milford.

Dr Pollock's children, the present directors, joined the business in the 80s and it's now one of the biggest holiday companies on the South Coast, winning awards and providing

high-quality accommodation in hundreds of chalets, caravans, holiday lodges and camping pitches.

Shorefield Country Park now boasts a luxurious spa bath, steam room and sauna, a fully equipped gym, tennis courts and a five-a-side football pitch. There are eight other similar parks including Golden Forest Park and Forest Edge Park, both near Ringwood, Lytton Lakes Touring Park in Milford, Swanage Coastal Park and Merley Court Holiday Park in Wimborne.

Marketing director Lindsey Lawrence, said: "Throughout our 40 years in business, Shorefield has been very proud to receive multiple awards for many aspects of our business, from our David Bellamy Conservation Awards which highlight our dedication to the Dams and fauna that reside on our parks,



The New Forest is close to all Shorefield holiday parks

to our TripAdvisor Certificate of Excellence Awards which reflects our high standards of customer care. We also run the Dr Pollock Training Academy

in honour of the company's founder, which recognises excellence and develops tourism and leisure leaders of the future."



## Introducing Luxury Treehouse Accommodation with Shorefield Holidays

In Accommodation If you're looking for a truly unique place to stay here in the New Forest, then look no further. The new luxury treehouses at Shorefield Country Park are a magical choice of accommodation, offering a one-of-a-kind staycation.



The striking octagonal treehouses, perched on timber stilts under the tree canopy, combine contemporary interiors with sustainable construction and reflect the beautiful woodland setting in which they are built.



As you walk the sloping timber walkways to your accommodation, you're immediately greeted with a sumptuous bubbling hot tub on the outdoor decking - extremely inviting, no matter the weather! There's also an

### best for ESCAPES



Relax in the hot tub as the sun goes down

### SHOREFIELD HOLIDAY PARK, MILFORD ON SEA

As a lodge first-timer I wasn't sure what to expect, but this was beautiful - immaculately clean, with comfy beds, tasteful décor, a huge flat-screen TV and a hot tub on the deck - perfect for relaxing with a beer, listening to birdsong as the sun goes down and the squirrels scamper past.

Or if you want to be more energetic, there's the swimming pools - indoor and outdoor - or the spa (treatments very reasonably priced). In the evening there is entertainment and if you don't want to use the self-catering facilities - there's bars and restaurants, with a full menu for grown-ups and kids.

And best of all, the park is just a short stroll from the beach - a perfect stretch of golden

sand under big skies - perfect for blowing away the cobwebs.

Come dinner time and just a short stroll from Shorefield you'll find gastro pub The Royal Oak in the pretty village of Downton. The menu is packed full of treats, but keep an eye on the specials boards. I was glad I opted for a spectacular loin of lamb with medley that followed a marinated seafood salad. And there's a fantastic wine list to choose a few glasses to wash it down.

shorefield.co.uk; theroyaloakdownton.com

**THE Sun** THE SUN & NEWSPAPER COMPANY

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**BRANCH OUT** Incredible new fairytale treehouses in the New Forest at Shorefield Country Park - near Peppa Pig World

17 Apr 2021, 9:44 | Updated 22 Apr 2021, 15:36

THERE was a time when a treehouse meant a semi-brilliant kid in your neighbour's back garden. But these days, the treehouses being built for holidaymakers are fancier than most houses.



New for 2021, the two new properties are set below the trees of the New Forest

That's what Shorefield Holidays are hoping Brits will try with their two new luxury treehouses at their holiday park in Sea, Hampshire.

www.advertiserintiles.co.uk

## Accommodation with altitude in park woods

17 Apr 2021, 9:44 | Updated 22 Apr 2021, 15:36

How can you make the most of your holiday in the New Forest? The answer is to stay in a luxury treehouse.

Shorefield Holidays has just opened its new luxury treehouses at its holiday park in Sea, Hampshire. The new properties are set below the trees of the New Forest and offer a truly unique accommodation experience.

The new treehouses are built on timber stilts and feature contemporary interiors with sustainable construction. Each treehouse has its own hot tub and decking.

As you walk the sloping timber walkways to your accommodation, you're immediately greeted with a sumptuous bubbling hot tub on the outdoor decking - extremely inviting, no matter the weather! There's also an

Hampshire Live

The stunning new fairytale treehouses near the New Forest perfect for a staycation

Located in Shorefield Country Park, holidaymakers can choose to stay in two luxury treehouses

SHARE

By Deanne Fleming

High life... in a treehouse

Head down to the New Forest for your first fairytale holiday at Shorefield Holidays. Guests can now book a luxury getaway in luxury treehouses with 200kg barbeques, quirky windows and comfy seating for four.

Each treehouse has a hot tub, master bedroom, 1000W kettle, bathroom and massage shower. There's also decking with an outdoor pizza oven, sun lounger, gas barbecue and heaters.

Sleeps up to six, two adults for two nights from £1,576.

shorefield.co.uk

Sunday Mirror

MAKING A SPLASH English holiday parks with great outdoor swimming pools - Including Newquay, Suffolk and Essex from £8pp a night

17 Apr 2021, 12:29 | Updated 26 Apr 2021, 16:02

Comment now

TENS of thousands of families are looking to swap their foreign holiday with a staycation this year, thanks to the coronavirus pandemic.

Shorefield Country Park, near Lynton, Hampshire

As well as an outdoor heated pool, Shorefield Park has a sauna and steam room too.

Shorefield Country Park is a large park set in 900 acres of beautiful parkland with indoor and outdoor heated pools, lots of daytime activities, for kids and a sauna and steam room for the adults.

Sunday Mirror

WOOD YOU BELIEVE IT Britain's best treehouse holidays for families and couples from £54pp a night

17 Apr 2021, 0:57 | Updated 21 Apr 2021, 15:17

Comment now

PLANNING a weekend away after lockdown? You can spend the night in some amazing treehouses across the UK, from just £34pp a night.

Located across the country, the stays are complete with hot tubs, barbecues, slides and beautiful views.

The Shrubbery at Shorefield Country Park, Milford-on-Sea, Hampshire

Fire up your own pizza oven and soak up some rays on the outdoor deck at The Shrubbery



# #2MinuteBeachClean

## Shorefield Holidays

Shorefield Holidays have also been welcoming volunteers to their annual beach clean, with visitors turning out in force to help with the Milford-on-Sea beach clean organised by the park in conjunction with Surfers Against Sewage.

Staff at Shorefield along with holiday caravan owners and local residents met at the beach in July to clear the shoreline of rubbish and plastic – even popular park mascot Weather the Dog joined in to help clear the dog-friendly beach.

Simon Pollock, Chairman and Managing Director at Shorefield Holidays and Hampshire Southern Counties Director said, "We were so pleased to see so many people helping to clean our beautiful local beach for the second year running. This is a great way to demonstrate our support for the global fight against plastic pollution in our oceans, and in just over an hour we cleared the shoreline of an assortment of discarded lids, broken glass, plastic cups and other rubbish."

Along with local beach cleans, Shorefield are also reducing the plastic used across its parks by swapping plastic for biodegradable straws, using paper cups in the gyms, and offering reusable bags for hire in our site shops. They currently recycle 2.9% of all park waste, as well as an impressive 230 tonnes of glass each year.



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## NEWS

### IN BRIEF

#### A beach clean needs your help

THE beach at Milford-on-Sea is to have a clean up, thanks to a local holiday park.

Shorefield Holidays is inviting residents, staff and home owners to join in the event with Surfers Against Sewage on July 23. Shorefield, which has eight parks across Hampshire and Dorset, is keen to help protect the stunning local coastline, and is encouraging its staff, holiday home owners and local residents to join the effort to help local marine life.

Simon Pollock, chairman and managing director said: "Our beach clean, which is in its second year, is a great way to demonstrate our support for the global fight against plastic pollution in our oceans."

Anyone wanting to join the Milford-on-Sea beach clean should meet at The Kiosk on Hordle Cliff West, along Cliff Road, between 9am and 11am. For more information, visit shorefield.co.uk

# Five Star Holiday Nature Trail Unveiled



ABOVE: From left to right, Head Gardener Ian Colverson and Keith Mearns, from Wildlife Conservation Volunteers are helped to dedicate the new Shorefield Holidays' nature trail open.

On the southern edge of the beautiful New Forest, Shorefield Holidays' five-star Shorefield Country Park has direct access to miles of peaceful forest walks, as well as a series of walks and nature trails on its 100 acres of landscaped parkland.

Following three years of careful planning, the Shorefield gardening team has created a new woodland nature trail in a Site of Importance for Nature Conservation, which links up with the park's existing woodland walk, as well as for Nature Conservation, which links up with the park's existing woodland walk, as well as

a network of paths owned by Milford Parish Council.

Classed as ancient woodland, the area is carpeted with seasonal wildflowers and features a huge diversity of trees and wildlife. The new trail also gives guests and holiday home owners at the park better access to the surrounding area and nearby seahfront.

Head Gardener Ian Colverson says: "This is one of the biggest projects our gardening team

Head Gardener Ian Colverson says: "This is one of the biggest projects our gardening team

has undertaken. The nature trail winds under a canopy of trees, and there is an abundance of wildflowers and woodland flora. Since we've completed the path, it's become apparent just how many bluebells are emerging."

Shorefield Holidays is an award-winning family run business operating eight holiday parks across Hampshire and Dorset.

It contributes more than £27m a year to the local economy and has won a number of conservation awards over the years.

Formed just over 25 years ago, Park Holidays UK has its headquarters in Bournemouth in East Sussex, and in high season employs some 1,800 full and part-time staff. Prior to joining Park Holidays UK, Richard spent five years as divisional director of Enterprise Inns plc, Britain's largest pub company with around 5,000 properties.

Enterprise Inns plc, Britain's largest pub company with around 5,000 properties.

# Shorefield Stages Charity Bake Off

Shorefield Holidays staged its own Bake Off-style coffee morning across two of its eight UK holiday parks to raise money for Macmillan Cancer Support.

The events at Shorefield Country Park and Oakdale Forest Park were part of the World's Biggest Coffee Morning and raised £16,47 for the charity, which provides emotional, medical, practical and financial support for cancer patients and their families, as well as campaigning for better cancer care.

Juliet Downie, Digital Marketer at Shorefield Country Park, received the title of Best Baker on the day, while the Accounts Department won Best Department for its outstanding team effort. Harry Wells, Junior Graphic Designer in Marketing, and Katie Ward, Entertainment Manager,



ABOVE: Staff and visitors at two Shorefield Holiday parks raised over £27m for Macmillan Cancer Support. Both received recognition for 'Best Baker' and 1 Taste Better Than I Look' respectively.

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# What is it like to have a HOLIDAY HOME IN THE NEW FOREST?



The New Forest is a holiday destination like no other. Why? For starters, it's Britain's biggest Site of Special Scientific Interest – which means it's teeming with rare wildlife and flowers. Then there's the 140 miles of coastline and 40 miles of wonderful coastline.

However, like all beautiful locations, property in the Forest is highly sought after and that can make it a second home in the area prohibitively expensive. But there is another way to live the dream – by owning a holiday home with Shorefield Holidays.

Unlike other wild holiday destinations, the New Forest is just two minutes from the end of the M27 – drive over the cattle grid and you're into another world, an escape bubble promising instant relaxation.

Once there, it's quite likely that you'll leave the car unused

because there are so many places to walk or cycle to – whether you pick one of the many waymarked trails, miles of car-free track, or just go off piste entirely.

It's also one of the few places in the UK that you can see ponies, donkeys and even pigs roaming free, as well as wild deer, owls, badgers and foxes.

And then, of course, there's the coast – often described as a 'secret coast' because so few people seem to realise it's there! It features pristine, family beaches at the likes of Milford-on-Sea, beaches with history at Lymington – there are remains of the D-Day Mulberry harbours submerged there – and tiny, secluded areas of sand where the ponies graze.

As sterling seakens and foreign destinations become less certain, there has been an increase in the sale of UK holiday homes in places like the New Forest and of course the phenomenon of



the staycation prevails. Shorefield Holidays, a leading UK independent holiday park business, has also witnessed an upturn in the appeal of more frequent and shorter breaks as well as multi-generational family stays.

"The New Forest and the region as a whole is so accessible that it makes for endless quick escapes as well as longer breaks throughout the year," says David Goldenrich, Group Head of Sales. "Personal home comforts are all in place so our owners simply jump in the car and, in no time, are settled in their own home-from-home."

"Each season in the Forest is so different and that makes for ongoing interest. Summer is the time for walks and picnics, while Spring brings the New Forest flush and the promise of sunshine. Winter is about moody moors and warm cosy lodges. Autumn – well, it's as spectacular as it's possible to be."

While "kick-back and relax" may be the order of the day, excellent park locations also mean there's plenty to see and do. Little ones love Longdown Activity Farm and Poppo Pig World at Pashley's Park, while families of all ages will want to return to Pashley's to ride the rollercoasters of the latest, dinosaur-themed park addition, The Lost Kingdom. The adventures can take to the cigarettes at Go Ape, head to Moon Valley to tackle any of the endless activities nearby, kayaking, fishing, horse riding, stand-up paddle boarding and more.

Petrolheads are more than catered for – with Beaulieu Motor Museum and the Scurry Miller Motorbike Museum on our doorstep – and if you love gardens then Fabry is the place to be, described by one visitor as 'heaven with the gates open'.

With the ferry conveniently located at the seaside town of Lymington, you can even escape for the day to the Isle of Wight, or stay at 'home' to snail, relax and indulge in the delights of local food and drink – the New Forest is one of the UK's top foodie destinations.

Shorefield Holidays – which owns six holiday parks in Hampshire and across the border in Dorset – offers holiday homes from a flexible pre-leased caravans right up to exclusive luxury lodges and parks are open for up to 11 months of the year. On-park means offer peace of mind with a watchful eye when owners aren't staying.

Holiday homes start from £25,990 at Shorefield Country Park in The New Forest's Milford on Sea. This includes free 2017 site fees, exclusive discounts and events and free access to park facilities, such as the swimming pools and gym, giving you everything you could ever need at your home-from-home.



If you'd like to know more about holidays and holiday home ownership with Shorefield Holidays, please visit [www.shorefield.co.uk/holidayhomes](http://www.shorefield.co.uk/holidayhomes) or call 0800 214080

