

SITES COMMITTEE PRESENTATION TO NATIONAL COUNCIL

Chris Porter Sites Committee Chairman 9 February 2019

WHAT I WILL COVER



- Meet the Sites Committee Members
- Role of the Sites Committee
- Reviewing & Managing Policy
- Sites Developments and Improvements
- Shaping the Sites Network
- Sites Strategic Business Plans
- New Sites

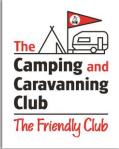


MEET THE SITES COMMITTEE MEMBERS





ROLE OF THE SITES COMMITTEE



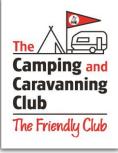
To establish policy and guidelines, to receive reports from staff on the development, implementation and operation of those policies.

To establish, set and approve budgets for the acquisition, development, maintenance and management of Club-operated sites within the limits of the financial policy of the Club.

The Sites Committee also oversees and approves the acquisition, development and management of franchise sites in it's separate capacity as Franchise Committee.

Members of Sites Committee are also Directors of The Camping and Caravanning Club (Franchising) Limited

REVIEWING & MANAGING POLICY



- Regular & on-going review of policies
- Arrival & departure times
- Vehicle conversions
- Annual pricing policy

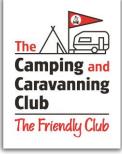


- Offers, promotions & variable pricing
- Club-wide Customer Service Project
 - part of Policy Review Working Group

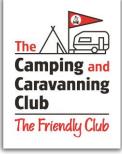
SITE DEVELOPMENTS AND IMPROVEMENTS

- Network Development Program
- Annual reinvestment program
- Site refurbishments
- Product development & mix
- Ready Camp yr5 / 242 tents / 48 sites
- Countryside Care contribution





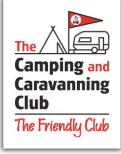
SITE DEVELOPMENTS AND IMPROVEMENTS



Areas of investment in 2018/19

| • | Cannock Chase - Roads & MHSP | £125k |
|---|---|-------|
| • | Devizes - Roads, hard standings & electrics | £150k |
| • | Clitheroe - Full facilities refurbishment | £310k |
| • | St Neots - Full facilities refurb, roads & hard standings | £590k |
| • | Woodhall Spa - Full facilities refurb, roads & service area | £330k |
| • | Wyeside - Full touring site refurbishment | £475k |
| • | Ready Camp - 15 Additional units | £225k |
| • | Products -Hard standings, Super Service & Electrics | £2m |
| • | Infrastructure - Roads, services & utilities | £1m |
| | | |

SITE DEVELOPMENTS AND IMPROVEMENTS

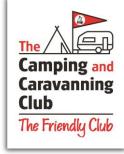


A Typical Site Refurbishment will include:

- Facility block/s internal and external
- Reception internal and external + staff facilities
- Upgrade utilities, infrastructure & sewage treatment plant
- Introduce new products holiday homes, Ready Camp, Pods,
- Roads, hard standings, storage existing plus new
- Re-shape arrivals area + automatic barriers
- Staff pitches
- Motor home service point
- Modern children's play equipment



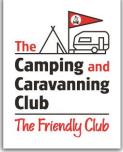
SHAPING THE SITES NETWORK



- Finding new opportunities and bringing new sites on
- Retaining existing sites franchise /leasehold/partnership
- Sites leaving the network



SITES STRATEGIC BUSINESS PLANS



Taking UK Club Sites to the Next Level

- 12 months of comprehensive research
- Wide-spread involvement
- Will produce recommendations and a plan
- Sites Committee trip to Cornwall
- Making informed and important decisions
- Positioning sites for a sustainable future

NEW SITES

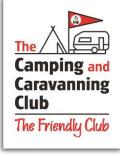


- Saltburn-by-the-Sea
- Bodmin
- Scotgate

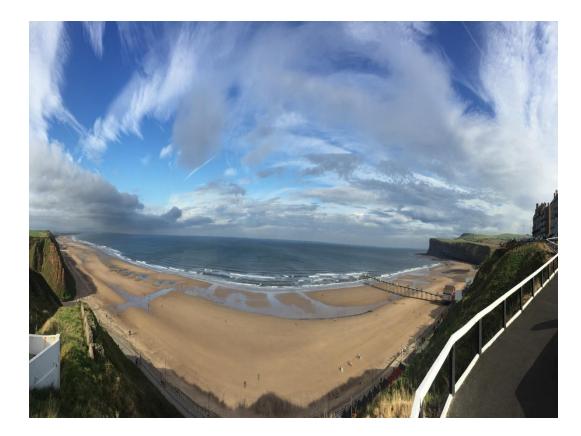


SALTBURN-BY-THE-SEA

Redcar & Cleveland







SALTBURN-BY-THE-SEA

Redcar & Cleveland

- Full facility Site for all unit types
- Serviced all weather pitches
- Grass with electric
- Grass pitches
- Caravan holiday homes
- Glamping and self catering





BODMIN



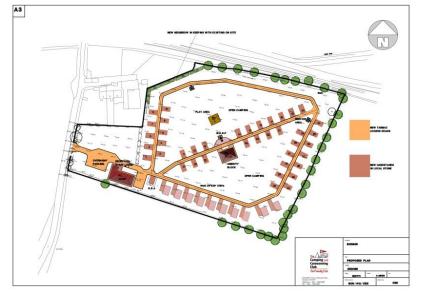




BODMIN

Cornwall

- Full facility Site for all unit types
- All year round use
- Serviced all weather pitches
- Grass with electric
- Grass pitches
- Caravan holiday homes
- Glamping and self catering





SCOTGATE & BRAITHWAITE BRIDGES







SCOTGATE & BRAITHWAITE BRIDGES



Both sites comprise a total of 18 acres + additional 1.8 acre rally field Between the two sites they offer

- 250 tent pitches
- 65 hard standings
- 7 self-catering lodges
- 21 self-catering caravans





SCOTGATE & BRAITHWAITE BRIDGES



- Reception and facilities on both sites
- Staff facilities, accommodation and offices
- Shop and tea room on Scotgate
- Permission for 29 additional lodges (6 already sited)
- Scotgate open all year



QUESTIONS ?



