NYMNPA

24/08/2018

Design & Access / Planning Statement

V1.0

Whitby Holiday Park

Whitby

North Yorkshire

YO22 4JX

Lambe Planning & Design

Consultants for Planning, Design and Landscape

Applicant:-

Mr Peter Brewer, Normanhurst Enterprises Ltd, 9 Burscough Street, Ormskirk, Lancashire L39 2EG

Application Descriptions :-

Proposed Upgrading and Restructuring of Facilities at Whitby Holiday Park

This *Design & Access / Planning Statement* covers the following aspects :- Context, Involvement, Design, Layout, Scale, Landscape, Landscaping, Appearance, Access, Use, Amount, Tourism and Benefits to the Local Economy - and supporting information regarding, Local Development Plan, Central Government and Tourist Board Policies and Guidance etc. This Statement has been prepared and set out in accordance with guidance relating to Design and Access Statements.

1.0. Introduction and background to the proposals

1.1. Whitby Holiday Park is an existing holiday park located on the North Yorkshire Coast immediately south east of Whitby.

1.2. This Planning Application relates to minor alterations and improvements to the holiday parks existing facilities.

1.3. The park is in freehold ownership and is owned and run by Coastdale Parks / Normanhurst Enterprises and is well managed.

1.4. The Park is located in a heavily populated tourist area, with coastal frontage, and has the benefit of direct access to the beach.

1.5. The Park has over the last few years been involved in an extensive programme of upgrading the facilities and tourism product. This has involved several recent planning Approvals and extensive works, these comprise Improvements in Layout and Landscaping for the Existing Holiday Park, creation of a new Feature Entrance, new Sales Area, Refurbished Reception, re-designed car parking area, a New Recycling Compound, and a Motorhome Service lane etc.

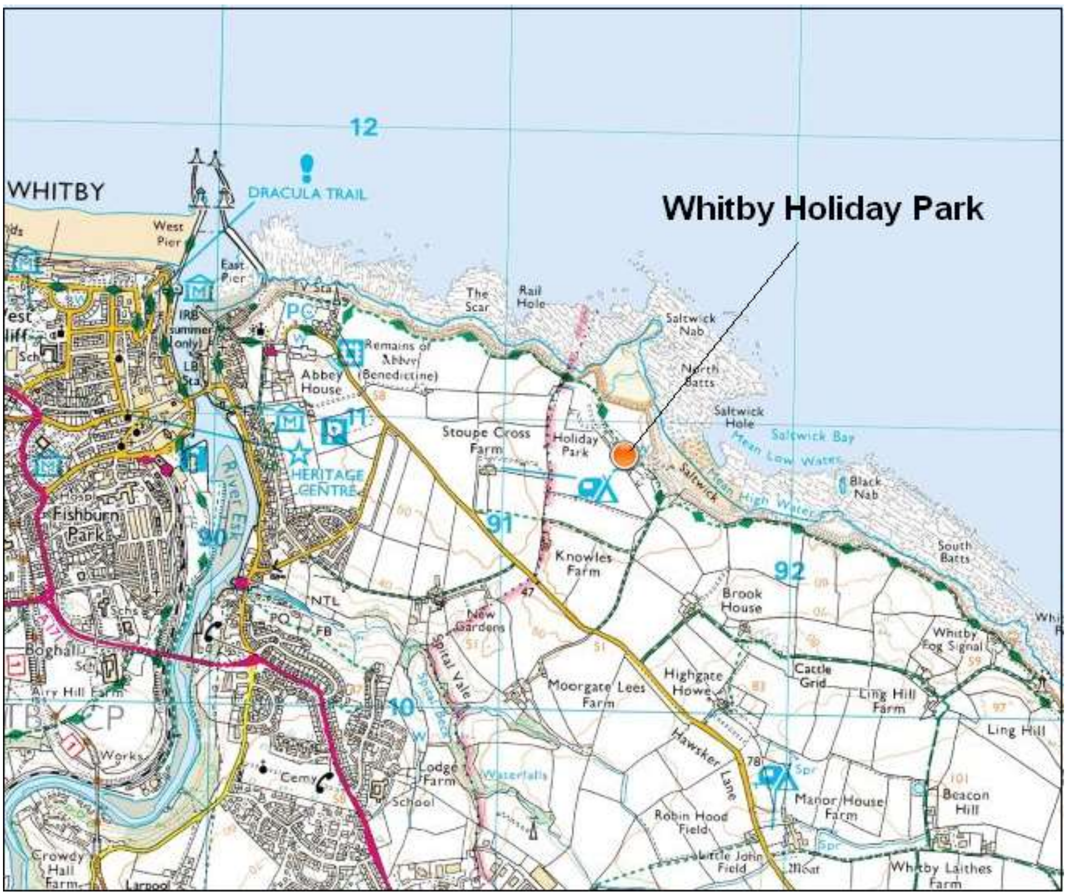
1.6. The owners and operators of the Park wish to continue with this upgrading process, to maintain momentum and create an unparalleled Holiday Park Facility in the Whitby area to provide the facilities that are now expected by discerning customers.

1.7. The scheme would assist in creating additional employment and contribute a significant amount to the local rural economy which is heavily dependent on the tourist trade – and would help to support other local attractions, public houses, restaurants and convenience stores in the locality.

1.8. The area is reliant on the Tourism Industry, and there is a need for exclusive, upmarket high quality accommodation and facilities – these factors are encouraged within the local development plans, Tourist Board Policy, and Regional & Central Government Policy.

1.9. This site has extremely good access and all the benefits of being able to provide such a facilities, in an appropriate and well screened environment.

Figure 1. Site Location in relation to the wider area.
Image courtesy of Ordnance Survey & the Microsoft Corporation



1.10. The proposals are solely related to the restructuring and improvement of an existing holiday park and the creation of an upmarket tourism product. This is exactly in line with Local Development Plan Policy, Central Government Policies and Tourist Board Policies and Guidance which directly encourage high quality facilities and accommodation.

1.11. Schemes of this nature encourage tourism usage in the “off-season” shoulder months. This is in line with Government and Tourist Board Policies which specifically encourages tourism in the shoulder months to spread the demand and impact on infrastructure and get away from the in-continuity of seasonal jobs and sporadic income. This ultimately results in the creation of quality year round jobs.

1.12. There is a very strong national trend towards more upmarket holidays, especially for more spacious and better equipped Holiday Accommodation. Holidaymaker’s demands and aspirations have risen rapidly over the last 20 years.

1.13. A report prepared by Tourism Solutions - Self catering Shortage Study - advised that *"Trends in product development have pointed towards the development of higher quality units; people have increasingly experienced quality self-catering apartments/villas abroad and living standards generally have risen in the UK over the past 10 years. People continue to expect - and demand - quality that is at least as good as their own homes, and preferably better".*

2.0. Amount (and type of Development)

2.1. The 4 elements of this proposal comprise :-

- Demolition of an existing block built chalet building and its replacement with Motorhome Pitches and Garden Area for use by holiday makers
- Alterations to an existing building to enable the re-location of the parks Café
- To replace an existing Garden Shed with a Summer House within the Curtillage of the Manager's Dwelling
- Installation of an outdoor Check in Stand 162cm high

3.0. Economic Contributions and Impact on The local Economy

3.1. Rural economies are heavily dependent on the tourist trade, which due to the nature of much of the accommodation and facilities offered is subject to significant seasonal variations. This has historically led to the in-continuity of seasonal jobs, the closing of facilities and attractions throughout the winter months, staff being laid off, and the migration of younger workers in search of permanent employment.

3.2. This scheme is for the ongoing upgrading of an existing Holiday Park into a desirable and exclusive facility and incorporates elements which will boost demand for a longer season, and provide facilities of a quality currently unavailable in the area.

4.0. Justification - Area of the Proposals and Visual Impact

4.1. This proposal is to merely improve the quality of the holiday product within the confines of the existing holiday park.

4.2. The area of the proposals is within the planning unit and the operational extent of the holiday park, no additional land and no extensions are involved with this proposal.

5.0. Additional documents & reports

5.1. Reports and Documents which accompany this application as supporting information comprise :-

- 1:500 scale layout drawing
- Design and Access Statement / Planning Statement
- Location Plan
- Plans illustrating the proposed building works

6.0. Accessibility / Access and Movement To and From the Development

6.1. The access arrangements are existing, adequate and all would remain as existing – no changes are proposed.

6.2. The Park has the benefit of an existing highway access with good Visibility Splays on a clear stretch of road directly off Hawsker Lane from the main A171 Whitby / Scarborough route. The location gives direct access to local bus routes, public footpaths and it also enables convenient access via the highway network to all the main conurbations and attractions in the area. The proposals therefore comply with policies relating to Accessibility and Access to Public Transport, and forms of Transport that do not involve use of the car.

6.3. Whitby Holiday Park is ideally located in a popular tourist region, with the coastal resorts of Whitby, Scarborough, Filey and Bridlington being within short travelling distance. A good road network provides convenient access to the A1 / A1M, M1 and the motorway networks with the main conurbations of York, Leeds, Sheffield, Manchester and Hull being within approximately 1.5 to 2.00 hours drive.

7.0. All inclusive / Disabled Access

7.1. Whilst holiday caravans and motorhomes do not fall within the same criteria as conventional buildings for disabled access - every consideration is being given towards holidaymakers with disabilities.

7.2. Policies relating to access by people with disabilities are fully considered by Whitby Holiday Park and the scheme will be fully compliant with current legislation.

8.0. Community Safety

8.1. The location and close proximity of the Parks Reception and the managers dwelling enables supervision, safety, control and security to be maintained.

9.0. Movement within the development and Car Parking

9.1. No changes are proposed to the function or format of the current methods of movement within the park.

9.2. Car Parking is available at Reception and adjacent to each individual Holiday Unit / Caravan, with direct access off the existing park drive. The Park has the benefit of metalled roads, which enable access to be fully maintained during inclement weather conditions. There are also mown grassed areas adjacent to the Park roads which enable pedestrian usage and access if required.

10.0. Visual Amenity / Neighbouring Properties / Public Rights of Way

10.1. The site comprises of an existing and developed Holiday Park. Due to the topography and the areas of the proposals being located within the centre of the holiday park It is therefore exceptionally well screened. There would be no detrimental impact upon visual amenity or the surrounding area.

10.2. The site falls within a fully developed holiday park, it is related to other existing development and falls within the Planning Unit and Operational Limits of the existing Holiday Park. No extensions or additional land is required for these proposals, and no additional units are being proposed.

11.0. Foul Sewer, Electricity and Mains Water

11.1. Mains electricity, water and foul sewage disposal are all existing facilities and available on site.

12.0. Flood Zone

12.1. An enquiry has been undertaken with The Environment Agency which identifies from their Flood Plain Maps that the whole of the site, and the surrounding area falls in its entirety within Flood Zone 1 (1 in 1000 chance of occurring each year). This is classified as being at the lowest risk of flooding by The Environment Agency.

12.2. The Site is not in Flood Plain and is not at Risk of Flooding, the proposals therefore comply with Local Development Plan Policy and the NPPF in that the site is classified as Flood Zone 1 and is therefore at the lowest risk of Flooding.

13.0. Environmental Sustainability / Sustainable Development

13.1. The proposal is environmentally sustainable, makes the best use of resources and meets with Policies which relate to Sustainability. The site is an existing holiday park, appropriately located in a Holiday Area, in which Tourism Regeneration is actively supported and encouraged. It has easy access, and has the benefit of accessibility to public footpaths and public transport being available. Day to day facilities and attractions are located within a short travelling distance. No land is being utilised which has been allocated for other land uses.

14.0. General Development Control Guidance.

The proposal satisfies General Development Control Guidance in that :-

1. THE DEVELOPMENT PAYS DUE REGARD TO ITS SURROUNDINGS IN TERMS OF SCALE, SITING, DESIGN AND MATERIALS,
2. THE DEVELOPMENT DOES NOT HAVE AN ADVERSE VISUAL IMPACT ON THE STREET SCENE OR LANDSCAPE,
3. THE DEVELOPMENT DOES NOT HAVE AN ADVERSE EFFECT ON NATURE CONSERVATION INTERESTS,
4. THE DEVELOPMENT PAYS DUE REGARD TO THE AMENITY OF OCCUPIERS OF ADJOINING PROPERTY
5. PROVISION IS MADE FOR SATISFACTORY ACCESS AND CAR PARKING
6. THE DEVELOPMENT PAYS DUE REGARD TO THE EXISTING PUBLIC RIGHTS OF WAY NETWORK,
7. THE REQUIRED INFRASTRUCTURE IS EITHER EXISTING, AVAILABLE AND/OR CAPABLE OF CONSTRUCTION TO SERV THE PROPOSED DEVELOPMENT,
8. THE DEVELOPMENT RESPECTS THE CHARACTER AND SETTING OF THE AREA
9. THE DEVELOPMENT WILL NOT CAUSE OR EXACERBATE THE RISK OF FLOODING.

15.0. The Scheme (including Appearance Character, Design & Landscape Strategy etc)

15.1. **Figure 2.** Block Plan below illustrates the existing complex of buildings, their uses and the proposed changes subject of this planning application.

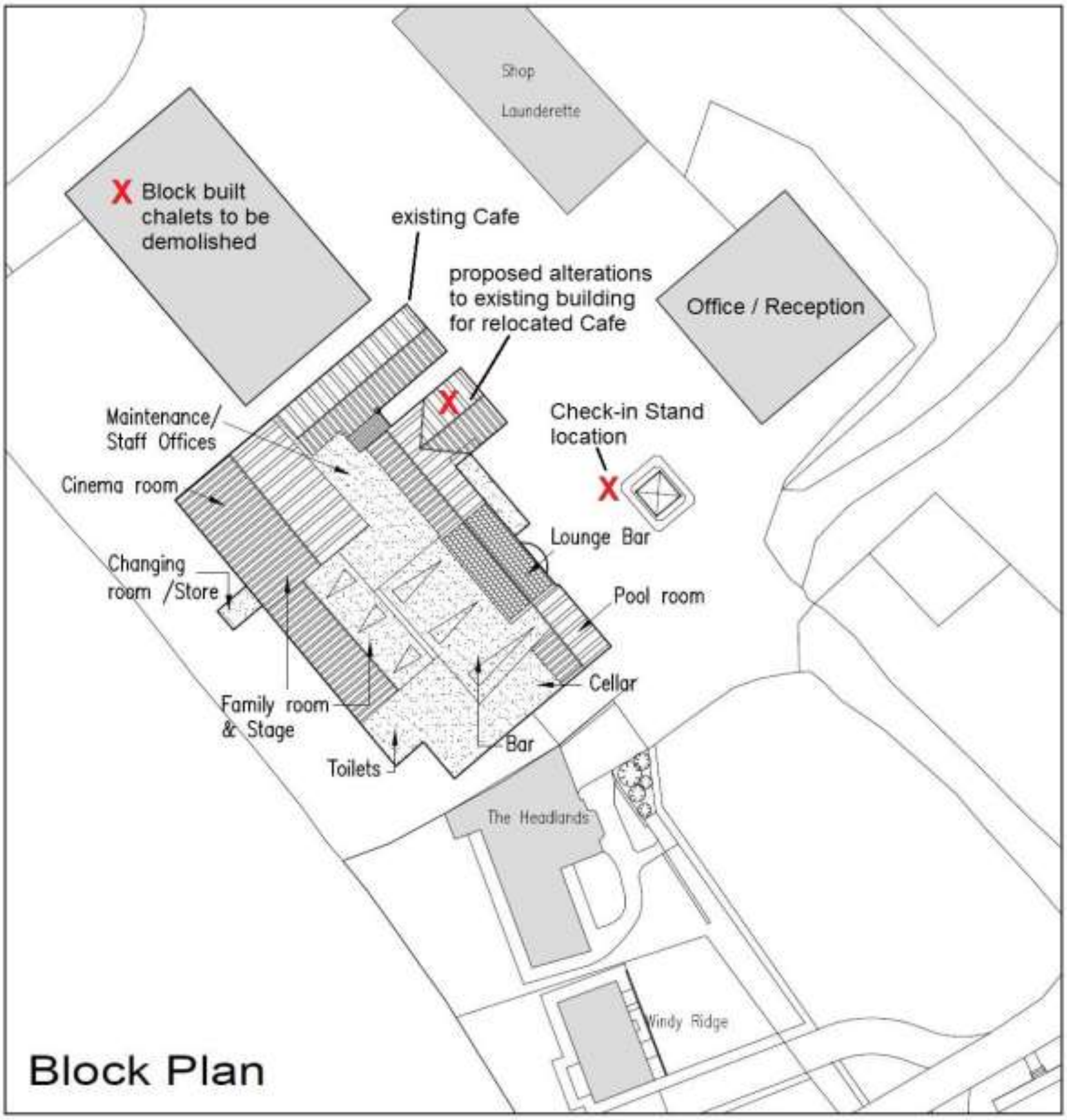


Figure 3. Photograph below illustrating the existing Amusement Room where it is proposed to relocate the existing café, with associated repairs and building works.

The Re-siting of the existing Café to within an existing adjacent building is necessary to enable the Parks facilities to be rationalised and maintained. The building requires repairs to its structure and roof which would be undertaken sympathetically in local materials to match the existing which are in keeping with the character of the locality and the Park. These repairs are necessary to preserve the integrity of the existing building and the relocated Café use would enable these repairs to be funded.

Figure 4. Proposed West elevation re Café relocation / alterations.

Proposed West Elevation

Figure 5. Proposed East elevation re Café relocation / alterations.

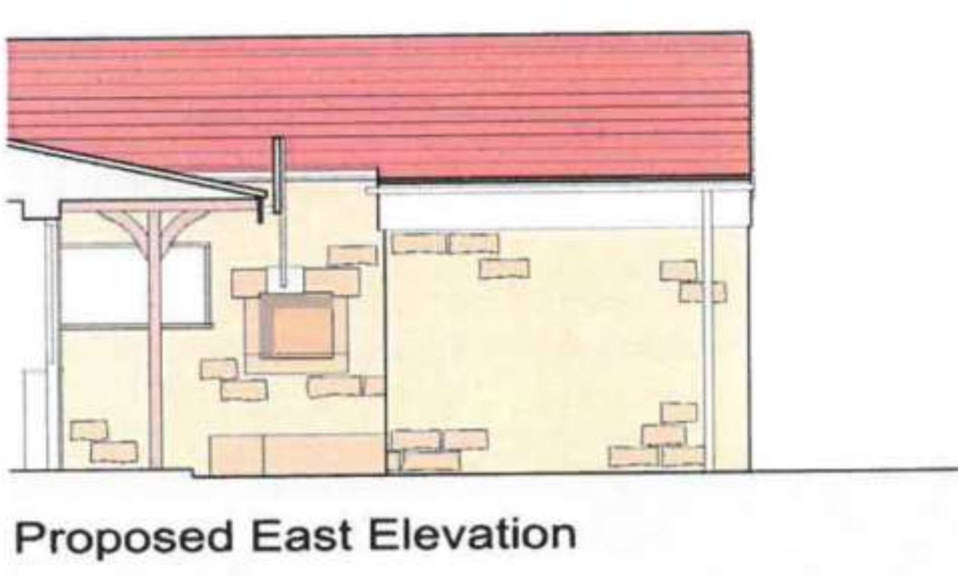


Figure 6. Proposed North elevation re Café relocation / alterations.

Figure 7. Image below illustrating the existing Chalet to be Demolished and replaced with Motorhome pitches

Figure 8. Image illustrating existing Chalet proposed for Demolition

The disused and “run down” chalets which are not of any architectural merit or historic value are to be replaced with high quality Motorhome Touring Pitches, this would be of significant visual and economic benefit. Due to the dated design, the quality of the accommodation provided by these chalets and the repairs needed - the use as Holiday Chalets is unviable.

Figure 9. Typical example of a modern Motorhome of the type which would use the facility.

15.2. A 1:500 scale layout drawing has been prepared illustrating the location of the 4 Motorhome Pitches in lieu of the block built chalet building which is to be demolished.

Figure 10. Motorhome Pitch Layout Plan (please see accompanying larger scale A3 Plan).

Figure 11. The image below illustrates the “Check in Stand” which is a very small free standing structure located within the check in / arrivals area of the Park adjacent to the Central Facilities Buildings and the Reception / Office area. This would have no detrimental visual impact upon the Holiday Park or the National Park due to its small insignificant size of 162cm high x 667mm wide x 460mm deep.

Figure 12. Photograph below illustrates the existing garden shed proposed to be replaced with a Summer House located within the Curtillage of the Manager’s Dwelling.

Figure 13. Example Image below illustrating the appearance of the summer house which is to replace the existing Garden Shed

The replacement of the existing Garden Shed with a Summer House is not considered to require Planning Permission due to the following facts :-

1). It would be located within the Curtillage of the Manager's Dwelling.
2). It would be used Incidental to the Enjoyment of the Dwelling.
3). It is below 2.50 metres in height.
4). It would not form part of the Holiday Park Operation and would not be for letting purposes.
5). It would merely be for the use of the Parks Manager and family.

The size of the unit would be 5.00 x 3.00 metres x 2.43 m high and constructed from timber and clad in logboard timber. The Summer House would be located within the curtilage of the Dwelling and would merely replace the existing Garden Shed.

Although it is considered that the replacement "Summer House" does not require planning permission, for the avoidance of any doubt this element is included within this Application.

16.0. Layout

16.1. The elements forming part of this planning application would be totally screened within the existing park and would ensure no detrimental intrusion on the locality, National Park or neighbouring property.

16.2. Landscaping

16.3. Part of the proposals involves landscaping the Motorhome Pitches with moveable planters created by utilising large oak wine vats or similar.

Part of the proposals involves the creation of a garden area to the rear of the chalets being demolished. However, it is considered that this element does not require planning permission as this area is already within the operation extent and Planning Unit of the Holiday Park.

16.4. Scale

16.5. There is no alteration to the existing scale, size or operation of the existing holiday park. This application merely seeks to amend and improve the type of facilities already approved. The quality of the Motorhome Pitches proposed would continue raising the standards of the type and style of tourist facility offered in the area.

16.6. The ongoing improvement of holiday parks encourage tourism usage in the “off-season” shoulder months. Government and Tourist Board Policies encourage tourism in these shoulder months, to not only spread the demand and impact on infrastructure but also to get away from the in-continuity of seasonal jobs and income to the tourism market. This ultimately results in the creation of quality year round jobs.

16.7. Pre-Application Consultation

16.8. A formal Pre-Application Planning Enquiry was undertaken with NYMNPA in June 2018 reference NYM\2018\ENQ\14433. We were kindly advised by Mrs Jill Bastow Senior Planning Officer that :-

Regarding the Demolition of the existing block built chalet building the advice received was :-

> *“This is likely to receive favourable consideration given that the works would result in an improvement of the tourism accommodation on offer within an existing site with no physical expansion of the site”*

Regarding the external alterations to the existing building for the relocated Café :-

> *“I have no objection to the proposed alterations to the building and anticipate that any future planning application is likely to receive a favourable recommendation”*

Regarding the Installation of an outdoor check-in stand

> *“given its discrete location within the holiday park itself I would anticipate such an application receiving favourable consideration”.*

17.0. Policy context and General Supporting Information.

All the elements forming part of this Planning Application relate to the ongoing improvements and upgrading of an existing Holiday Park, and form part of and fall within the Planning Unit of the existing Holiday Park.

The proposals do not have any detrimental impact upon visual amenity, the National Park or the Cleveland Way.

Development Plan Policy 14 Tourism is supportive of the upgrading of existing tourism developments and their facilities – it advises that :-

> **The quality of the tourism and recreation product in the National Park will be maintained and improved through adopting the principles of sustainable tourism. New tourism development and the expansion or diversification of existing tourism businesses will be supported.**

The scheme complies fully with this Policy as the proposal is within an existing developed Holiday Park. It respects the environmental resource, coast, country and natural environment as the proposal merely seeks to improve an existing holiday product. The proposal is also for Holiday Use only. No residential occupancy is proposed as part of this scheme.

The proposal also fully complies with the general thrust of this policy as there is an improvement in the layout of the park, type of unit / facility and accommodation offered. The facilities offered will be purely for holiday use and there would be no detrimental harm to the natural environment.

17.1. Government Policies and Guidance in support.

The National Planning Policy Framework

The policies and guidance contained within this document all contain significant advice which advocates support for schemes of this nature which are related to Tourism and Leisure and the Diversification of the Local Rural Economy.

The NPPF supports sustainable rural tourism, and recognises that it is vital to many rural economies. Encouragement is given to development plans which support the provision and expansion of tourist and visitor facilities in appropriate locations.

The NPPF was formally adopted on 27 March 2012 and updated in July 2018 it sets out the Government's economic, environmental and social planning policies for England. Taken together, these policies articulate the Government's vision of achieving sustainable development, which should be interpreted and applied locally to meet local needs and aspirations.

Paragraph 83. Supporting a prosperous rural economy states:

> *"Planning policies and decisions should enable:*
>
> ***a)*** *the sustainable growth and expansion of all types of business in rural areas,*
>
> ***b)*** *the development and diversification of agricultural and other land-based rural businesses;*
>
> ***c)*** *sustainable rural tourism and leisure developments which respect the character of the countryside"*

Paragraph 80. Building a strong, competitive economy states:

> *"Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future. This is particularly important where Britain can be a global leader in driving innovation, and in areas with high levels of productivity, which should be able to capitalise on their performance and potential".*

Paragraph 81 states :

Planning policies should:

> ***a)*** *set out a clear economic vision and strategy which positively and proactively encourages sustainable economic growth*
>
> ***d)*** *be flexible enough to accommodate needs not anticipated in the plan, allow for new and flexible working practices, and to enable a rapid response to changes in economic circumstances".*

17.2. There are no adverse impacts arising from this proposal that would carry sufficient weight to outweigh the benefits. This proposal therefore accords with the key objectives within the Local Development Plan and Government Guidance of achieving sustainable development.

17.3. In September 2009 the British Holiday & Home Parks Association (BH&HPA) published information on the financial contributions that the "Parks Industry" and Tourism Industry made to the economy. The article "The Contribution of the Holiday Parks Industry" advised :-

"Those drafting local authorities planning policies, and councillors and planning officials charged with making planning decisions, should be left in no doubt about the value of holiday and touring parks. This is absolutely vital to offset some of the prejudice that all too often stands in the way of parks legitimate plans. Too often members find the planning system presents a formidable obstacle to any proposals for new or expanded holiday, touring and camping parks that could help sustain rural economies."

18.0. One key relevant fact was that - Every two caravan holiday home pitches account for one tourism job *(source BH&HPA Journal)*

18.1. **In April 2012 the BH&HPA published the following figures that the UK Holiday Parks Industry Accounted for :-**

UK economic impact

The total turnover and visitor expenditure of the UK holiday and touring parks industry is approximately £4 billion per annum. The total economic impact to the UK has been calculated as a Gross Value Added (GVA) contribution of £1.4 billion per annum, supporting a total of 53,000 direct and indirect jobs in the UK. Generated by 19.5 million visitors and 168 million visitor days.

Visitor numbers

The UK holiday and touring park industry attracts approximately 19.5 million visitors per annum, who spend a total of 168 million visitor days on parks. Of these 19.5 million visitors, 11.7 million stay in privately-owned caravan holiday homes, 4 million stay in letting units and 3.8 million stay in tourers. Of the 168 million visitor days, 100.5 million are spent staying in privately-owned caravan holiday homes, 35 million in letting units and 32.5 million in touring caravans and tents.

Direct staff numbers

The UK holiday park industry supports 26,500 Full Time Equivalent (FTE) direct jobs at an average wage per FTE job of £18,500.

18.2. Catalytic impacts

18.3. The holiday park sector is a very important part of the UK visitor economy due to its size and its apparent resilience in the recent economic downturn. The sector impacts on other parts of economies local to individual parks – for example many local shops, garages, visitor attractions etc. survive only because of trade from visitors staying at holiday parks. Parks typically contribute about 20% of the income to rural economies in popular tourism areas, and sustain around 15% of full-time and seasonal jobs which the tourist board estimates are tourism-dependent.

18.4. Recent data available from the BH&HPA demonstrates that the Annual Economic Contribution per Holiday Caravan is almost £26,000 per annum per pitch and for Touring Pitches this was £15146.00 into the local economy. Please see Appendix 2.

18.5. Tourism is highly seasonal, it is widely acknowledged by tourist boards that "Britain must seek to attract less seasonal and higher yielding tourism business in the six month shoulder period October - March when the industry operates well below capacity... Tourism must be supported through the growth of sustainable means i.e. the extending of the season and improving the business yield... also spreading the volume and value of tourism throughout the year... almost 60% of all holiday expenditure occurs in the three months of June, July, and August. This seasonal pattern has contributed to low profitability, higher than average seasonal variations on employment and has led to environmental pressures"

18.6. Planning Policy and Guidance Summary

18.7. The above Policies and Guidance are all particularly relevant to this proposal and demonstrate that the proposal is an acceptable form of development as it has taken account of, and meets the criteria of the above policies in that :-

1). The proposal respects the site and its surroundings in that the proposals are all located within the existing Planning Unit and the Operational Extent of the Holiday Park. No extensions or expansions of facilities are proposed. The proposals relate to improvements to existing facilities within the Holiday Park and are visually related to existing development.

2). The size and scale of the proposed 4 replacement Motorhome Pitches would merely occupy an area which is currently a redundant chalet block. The Motorhomes are smaller single storey mobile units and subordinate in size and scale to the existing chalet block to be demolished and the surrounding structures, buildings and dwellings on site and adjacent to the site.

3). The attractive appearance of the proposals will compliment the existing development and blend seamlessly into the natural environment.

4). The proposals would not unacceptably affect any prominent public views into, out of, or across any settlement or area of open countryside.

5). The proposals utilise existing developed areas within the Holiday Park and takes full account of their location, contours and any minor changes in levels. The areas are adjacent to existing buildings and structures, and are not prominent and not visible on any skylines.

6). The proposal would not affect the amenity of local residents, other land and property users or characteristics of the locality.

7). It provides safe and convenient access for vehicular traffic, pedestrians, cyclists, and emergency vehicles together with adequate parking, services and manoeuvring space. There are no impacts on the wider Rights of Way network surrounding the site.

8). The proposal would not have any unacceptable effect on the highway network.

9). This proposal does not prejudice land or buildings safeguarded for other uses, or impair the development and use of adjoining land – agricultural or otherwise.

10). The proposal satisfies physical or natural environmental considerations in that all services required including Mains Water, Electricity, Telephone and Foul Sewer Disposal are either existing services and available on site or can be provided. Any Refuse generated will be of a Household nature and full recycling facilities will be provided.

11). Due to the proximity of the existing Reception and Owner's Accommodation to the development and the access, the scheme takes account of safety and security both on a personal level and community safety and security.

12). The proposals are ancillary to an existing Holiday Park / Tourism and Leisure Enterprise, and does not compromise or injury any Agricultural Land.

13). The proposal is to continue the evolution of Whitby Holiday Park to create an exclusive facility.

14). The proposal is sustainable and accessible to all means of Transport including access by walking and cycling, and it will support and extend the range of facilities on offer within the County.

15). The scheme also accords with Policies relating to car parking in that Parking is available on site and it is sustainable in that it also enables access to public modes of transport.

18.8. From the above it has therefore been demonstrated that this proposal is in accordance with relevant Policies within the Local Development Plan and Regional / Government Policies and Guidance.

18.9. There are no adverse impacts arising from this proposal that would carry sufficient weight to outweigh the benefits. This proposal therefore accords with the key objective Policies and Guidance of achieving sustainable development.

19.0. Summary of specific Special Reasons / Significant Benefits

1). There is a significant demand for quality, modern, exclusive Holiday Facilities in the locality and nationally - the proposal contributes to the lengthening of the tourist season.

2). The scheme would be of continued economic benefit to the area and local economy and will continue with the upgrading of an existing Holiday Park which will lead to additional diversification of the local rural economy.

3). Other tourist attractions in the area would benefit from the proposals.

4). Schemes of this nature and in this location need to be encouraged.

5). The proposal will assist Tourism Regeneration in the area.

6). The sites proximity to the main road network, footpaths and available public transport, encourages alternative modes of transport.

This proposal does not involve an increase in site area which is generally supported within the development plan. It merely involves alternative type of pitch accommodation and an improvement in holiday facilities which already have the benefit of planning permission, and we would therefore be grateful if this could be Approved.

Jonathan Moore Lambe © 24th August 2018

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Appendices :-

Appendix 1. Layout Plan of the proposals - accompanies the application in the loose documents

Appendix 2. Industry Statistics demonstrating the level of spends & employment generation of benefit to the local rural economy – article extract BH&HPA Journal

Appendix 3. Industry Statistics re UK Holidays Parks – article extract BH&HPA Journal

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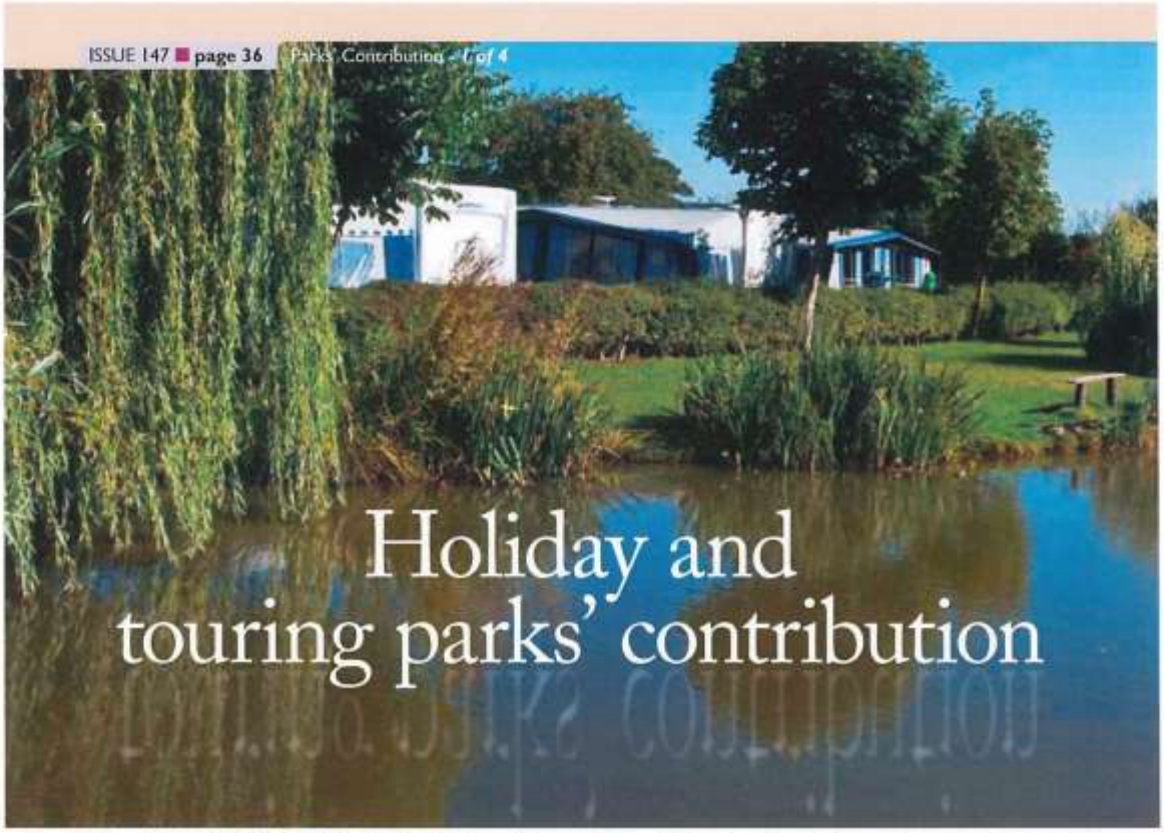


Holiday and touring parks' contribution

Councillors and officials drafting local authority policies and making planning decisions, and all politicians who decide the regulation of park business, should be left in no doubt as to the contribution of holiday and touring parks.

The Coalition Government's policies of 'localism' and 'Big Society' are devolving power to the local level. Local authorities are to be given a 'general power of competence', a wide mandate to do what they consider 'the right thing' for their local area. Going forwards, there will be far fewer targets and requirements from central government, local authorities are to be freed up to govern their local area as they see fit.

Such wide discretion may be a double-edged sword for park business, depending on the attitudes of the local authority and the local electorate. Recognition of the value of local parks could bring benefits, whilst ignorance or prejudice could achieve the opposite. It is essential BH&HPA members communicate their business contribution at every opportunity.

If the community does not recognise what they receive from their local park business, they can hardly be expected to support it. It is therefore essential that this contribution is communicated at every opportunity.

A park's contribution will be economic, social and environmental. ***It will include:***

- the number of jobs that are sustained, both directly in the park business and indirectly in the locality
- the market created for local goods and services thereby supporting local businesses (shops, pubs, attractions. … even bus services) which remain viable through the patronage of park customers
- trade (and employment) for local businesses that work on the park (tradesmen, suppliers, plumbers and electricians: all who trade with the park)
- on-park facilities, such as a shop or swimming pool, which are available for local users and whose absence would be sorely missed
- conservation and biodiversity work on the park and in its surroundings
- involvement in local causes and educational projects
- maintenance of environmental assets, such as footpaths and beaches.

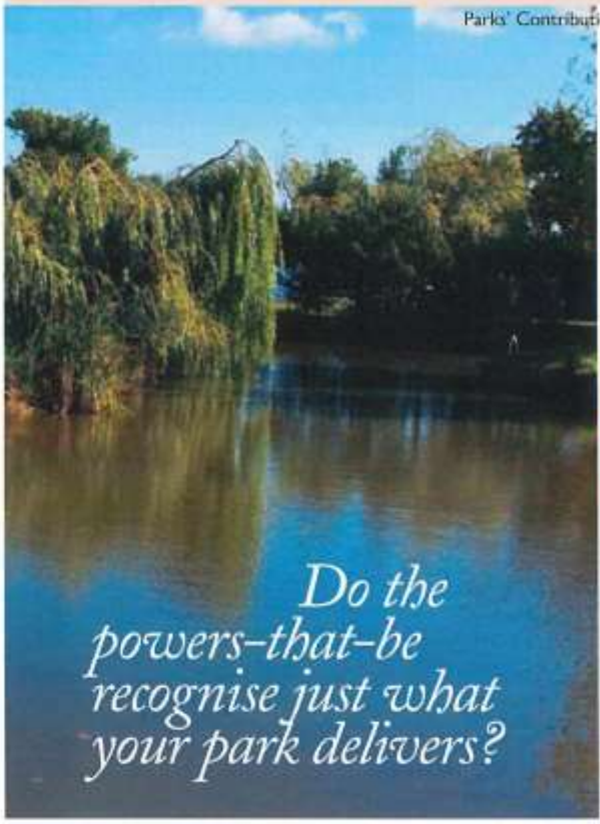
Making (and repeating) the case

It is important that park owners themselves recognise the changing political arena and create opportunities to engage with policymakers at the local level.

If business fails to engage at the local level, the vacuum that they leave will be filled by those with more time and perhaps some particular axe to grind. Single issue lobby groups can wield disproportionate influence if their fervour for an issue is not tempered with good common - and business - sense.

Local authorities' economic development departments will appreciate data to support their plans for the area, while local Destination Management Organisations and Local Economic Partnerships may need evidence of the integral role played by parks in defining tourism destinations and sustaining the local economy.

The case put for the industry by BH&HPA members will be more compelling if backed up by data from credible sources. The following pages provide some facts and figures regarding the holiday and touring parks industry which BH&HPA members can use to demonstrate the contribution of their parks, and tourism in general, to the sustainability of communities.



Holiday and touring parks' contribution

Tourist statistics

Over 50% of the British population take a park holiday in their lifetime[i].

Tourism data are gathered by the United Kingdom Tourism Survey (UKTS) which recorded that in 2009, the parks industry accounted for:

Tourist nights[ii]

Park accommodation	Tourist bed nights	% of UK total
Caravan holiday homes - let	19,935,000	5%
Caravan holiday homes - privately-owned	15,948,000	4%
Touring caravans	23,922,000	6%
Camping	19,935,000	5%
Holiday camp	7,974,000	2%
Total parks industry	**87,714, 000**	**22%**

Tourist spend[ii]

Park accommodation	2009 Tourist spend	% of UK total
Caravan holiday homes - let	£875,240,000	4%
Caravan holiday homes - privately-owned	£437,620,000	2%
Touring caravans	£656,430,000	3%
Camping	£656,430,000	3%
Holiday camp	£437,620,000	2%
Total parks industry	**£3,063,340,000**	**14%**

Economic contribution

Several studies have been undertaken.

Caravan holiday homes

A study in Wales indicates that each caravan holiday home generates spending of between £6,721 and £19,138 each year into the local economy[iii].

2010 research[iv] amongst caravan holiday home consumers who participate in the BH&HPA Rate This Park consumer panel indicates that the average spend per night for an occupied caravan holiday home pitch is between £78.62 and £122.42. (The study asked consumers about their spend on items such as accommodation, travel, car parking, groceries, eating and drinking out, activities, attractions, capital items and other shopping.)

The annual economic contribution can be calculated if pitch occupancy is considered:

Annual economic contribution per caravan holiday home pitch

Annual pitch occupancy	From £	To £
20 weeks	£11,007	£17,138
25 weeks	£13,759	£21,424
30 weeks	£16,510	£25,708

Touring caravans

The Camping and Caravanning Club places the average daily spend in the local community per touring pitch, excluding site fees, as £31.91[v].

2010 research[vi] amongst touring consumers who participate in the BH&HPA Rate This Park consumer panel indicates that the average spend per night for an occupied touring pitch is £72.17. (The study asked holidaymakers about their spend on items such as accommodation, travel, car parking, groceries, eating and drinking out, activities, attractions, capital items and other shopping.)

The annual economic contribution can be calculated if pitch occupancy is considered.

Annual economic contribution per touring pitch

Pitch occupancy	£
20 weeks	£10,104
25 weeks	£12,630
30 weeks	£15,156

continued...

Direct employment

Considering employment across the industry, a 2010 report prepared by Oxford Economics for the British Hospitality Association, 'Economic contribution of UK hospitality industry'[vii], provided an assessment of the economic contribution of the core UK hospitality industry to the country's wider economy.

Two statistical classifications are particularly relevant to the parks industry:

SIC 2007 – 5530 - Camping grounds, recreational vehicle parks and trailer parks – defined as: *'Provision of accommodation in campgrounds, trailer parks, recreational camps and fishing and hunting camps for short-stay visitors, provision of space and facilities for recreational vehicles and accommodation provided by protective shelters or plain bivouac facilities for placing tents and/or sleeping bags'.*

SIC 2007 – 5520 - Holiday and other short-stay accommodation – defined as: *'This includes the provision of accommodation, typically on a daily or weekly basis, principally for short stays by visitors, in self-contained space consisting of complete furnished rooms or areas for living/dining and sleeping, with cooking facilities or fully equipped kitchens. This may take the form of apartments or flats in small free-standing multi-storey buildings or clusters of buildings, or single storey bungalows, chalets, cottages and cabins. Very minimal complementary services, if any, are provided.'*

'Economic contribution of UK hospitality industry' reported direct UK employment in these classifications as follows:

	Direct employment 1998	Direct employment 2010	% change 1998 to 2010
Camping grounds, recreational vehicle parks and trailer parks	19,000	29,000	+53%
Holiday and other short-stay accommodation	45,000	50,000	+11%

Of particular note is the 53% rise in direct employment on holiday parks over the 12 years to 2010.

Research carried out in Wales[viii] has resonance across the UK. Key findings of this research included that average number of staff employed on parks was 20 in low season, with this figure more than doubling in high season.

Indirect employment

A 2001 study reported that every two caravan holiday home pitches account for one tourism job[ix].

The Camping and Caravanning Club research[x] confirmed the wide range of activities pursued by visitors surveyed. These included:

- visiting the local pub (58%)
- eating in local restaurants (52%)
- visiting other tourist attractions (68%).

Park customers eating out

Park consumers who participated in the BH&HPA consumer panel in 2010[xi] were asked if they ate out during their park holiday; the majority (68%) had purchased meals from restaurants in the area local to the park.

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Nearly two-thirds of park holidaymakers who participated in the BH&HPA consumer panel said that they spent money buying clothes, gifts or other shopping during their holiday. Items such as clothes or gifts accounted on average for nearly £45 of each park holiday group's expenditure.

Spend by park customers on non-food shopping

The same study highlighted park customers' support of local attractions.

In addition to park customers' support of local attractions, hospitality and retail businesses, parks employ numerous tradesmen and local businesses to support their work, from plumbers and electricians to construction and horticultural companies, waste contractors to accountants and IT providers.

Caravans: a UK manufacturing industry

It is not only direct and indirect tourist spend that sustains local economies; caravan holiday home and touring caravan manufacturing businesses, their suppliers and service providers are also important job and wealth creators.

With so few manufacturing industries having survived the economic tribulations of the last 50 years, it is important to emphasise that the parks industry sustains this important manufacturing sector. The overwhelming majority of lodges, caravan holiday homes, touring caravans and motorhomes sold on the domestic market are of UK manufacture.

The National Caravan Council publishes industry production figures from manufacturers' data, confirming production totals for the last three years as follows[xii]:

UK touring caravan sales

2007-2008	29,266
2008-2009	20,135
2009-2010	25,114

UK caravan holiday home sales

2007-2008	20,153
2008-2009	12,931
2009-2010	17,308

Sources

[i] *59.5% of the UK population stated that they had 'ever spent' a camping/caravanning holiday. 'Camping & Caravanning' research conducted for the European Commission by GFK Marktforschung GmbH & Co.KG (1989)*

[ii] *United Kingdom Tourist Statistics 2009. www.tourismtrade.org.uk*

[iii] *RPI from October 2003 to October 2009 applied to figures derived from 'Caravan Holiday Homes in Wales', The Tourism Company 2003, Wales Tourist Board and BH&HPA*

[iv] *December 2010, BH&HPA research amongst the Rate This Park consumer panel*

[v] *RPI from October 2007 to October 2009 applied to figures derived from 'Spend in the Local Community Summary Report', Camping and Caravanning Club – Easter and Summer Results 2007*

[vi] *December 2010, BH&HPA research amongst the Rate This Park consumer panel*

[vii] *'Economic contribution of UK hospitality industry', Oxford Economics, September 2010. www.bha.org.uk/wp-content/uploads/2010/10/BHA-Economic-Contribution-of-UK-Hospitality-Industry-Final-.pdf*

[viii] *'Caravan Holiday Homes in Wales', The Tourism Company 2003, Wales Tourist Board and BH&HPA*

[ix] *'Holiday Parks – Your value to the local community', Ian Butter, BH&HPA Journal, March-April 2001*

[x] *'Spend in the Local Community – Summary Report', Camping and Caravanning Club – Easter and Summer Results 2007*

[xi] *'Economic Contribution', December 2010, BH&HPA Research Report for the Rate This Park consumer panel*

[xii] *'The Business', National Caravan Council, Winter 2010*

Appendix 3. Industry Statistics re UK Holidays Parks – article extract BH&HPA Journal

British staycation trend remains strong

The current economic climate presents both challenges and opportunities for parks

'Staycation' is an expression used to describe the steep rise in UK holidays over the past few years. Since 2008, VisitEngland has been carrying out research to understand the impact of the economic downturn on tourist behaviour and the causes and future potential of the staycation phenomenon.

After the onset of the credit crunch in late 2008, Britain saw a considerable increase in the number of domestic holidays taken – up 18% in 2009. Since then, the number of holidays taken has dropped back, but still remains well above pre-recession levels.

Holiday parks and other accommodation providers are likely to benefit from higher levels of domestic tourism for the foreseeable future. Seven people in 10 are planning a domestic holiday in 2012 with short breaks being the most popular choice. Beyond 2012, half of the population expect to take more domestic holidays than they did previously.

Research

According to Olive Insight (responsible for VisitEngland's 'Staycation' research programme) most people have been affected by the economic situation in some way. Although holidays and breaks were ring-fenced for a long time, the impact has now been felt and this will continue to be the case for the foreseeable future.

The last 30 months has seen a significant increase in the number of people worried about making ends meet – from 41% in June 2009 to 61% in September 2011. Concerns about job security have also risen from 53% in 2009 to 66% in September 2011. At the same time, the number of people taking holidays domestically has increased - from 13% in 2009 to 20% in 2011 and almost two-thirds cited some form of financial concern as the main reason.

'The last 30 months has seen a significant increase in the number of people worried about making ends meet – from 41% in June 2009 to 61% in September 2011'

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Adding value

It is evident that levels of concern about the economy have risen sharply since late 2010 and show no signs of decreasing. Times are hard and this is bound to impact on purchasing behaviour. Consumers have become avid deal seekers, but this doesn't always have to be at the expense of the park's bottom line – a great value-added deal can be as inspiring as money off.

Several parks are responding to this and are looking to add value to their customers' holiday experience once they arrive on the park. Park owners are offering complimentary use of leisure facilities, free spa treatments, special occasion packages such as romantic breaks and discounts to local attractions, all with the aim of persuading customers to spend their hard-earned money at the park in 2012.

Today's customers constantly seek out promotions and are inspired by them. The rise of websites such as Groupon and Living Social show that consumers are more determined than ever to seek out the best possible deals. Any discounts are important when people are struggling to make ends meet, but holidaymakers are also looking for unique deals that offer them something new. The article on page 22 looks at how parks are adapting to these changes and provides details of the various innovative ways that parks are using to sell holidays in the prevailing economic climate.

'Consumers have become avid deal seekers, but this doesn't always have to be at the expense of the bottom line – a great value-added deal can be as inspiring as money off'

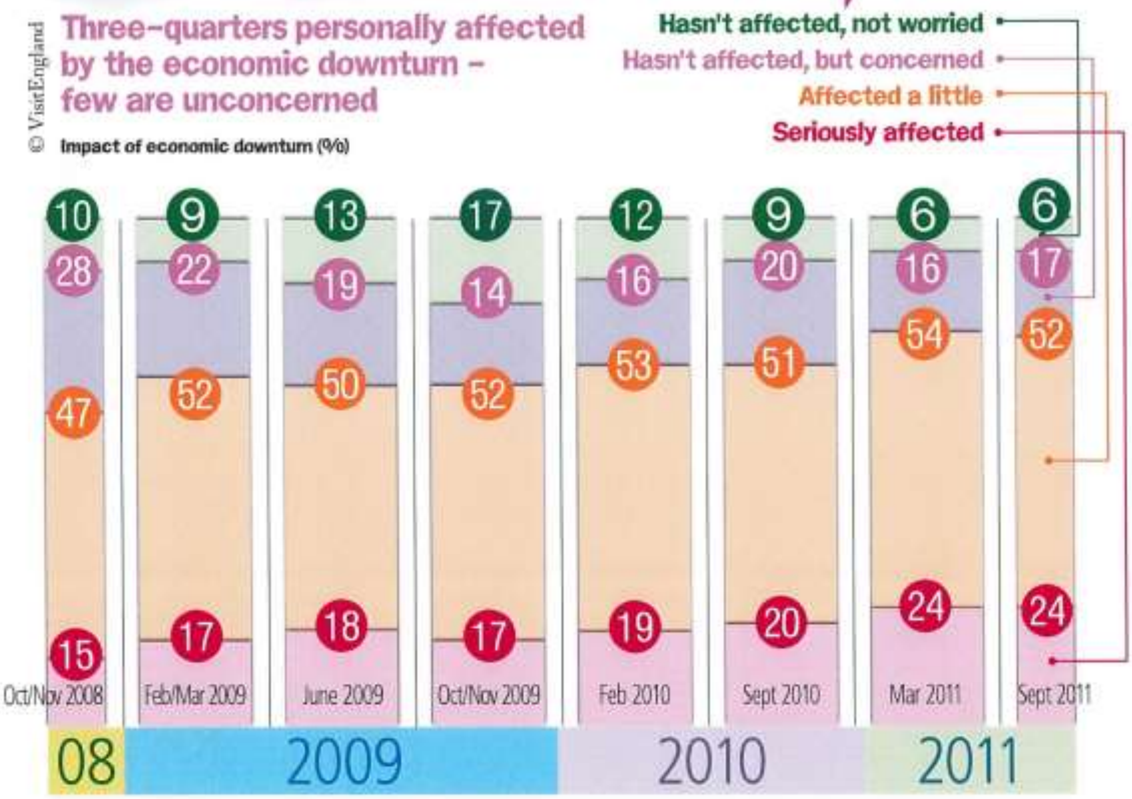
Customer feedback

The staycation experience was a positive one for the majority of holidaymakers in 2011 - with 83% reporting an 'excellent' or 'very good' overall experience. Value for money and quality of accommodation were again rated highly with just over three-quarters of respondents describing their break as either 'very good' or 'excellent' in both categories. This is encouraging news for BH&HPA members.

Customer feedback is invaluable; the Association's consumer feedback service, Rate this Park was launched in February 2010 to help park owners and managers monitor the views of their customers. Since then, over 18,000 customers have provided their opinions. This invaluable information allows members to make improvements and adjustments on the park to ensure the best possible holiday experience for customers. continued...

'Technology is no longer just a method of booking or a way of finding out about a park, it is now an interactive two-way conversation, capable of stimulating purchasing decisions and inspiring loyalty to a park'

Which of the following best describes your feeling about the economic downturn or credit crunch?



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Tech savvy

The research also highlighted that the way people use technology to plan their breaks has changed. Technology is no longer just a method of booking or a way of finding out about a park, it is now an interactive, two-way conversation, capable of stimulating purchasing decisions and inspiring loyalty to a park. All age groups are embracing these new technologies to communicate, connect and purchase.

There were 17.6 million mobile Internet users in 2011. Half the UK population are now using social media to share ideas and deals and to inspire others through sharing information. Parks are adapting well to the rapid growth of social networking and advances in technology. David Lakins' article on page 66 provides a guide to the technologies that parks could have in place for their businesses to be ready for the demands of 2012.

The lost generation

The research has also found that many people, especially younger age groups in their 20s and 30s, have a poor understanding of UK geography. Although they are very open to the idea of taking domestic breaks, there is a job of education to do as they are unaware of what is on offer and where to go.

There are blind spots in their geography – for example, those from Yorkshire tend to just focus on the Lake District, Northumberland, London and northern cities. This means the focus on options for holidays is wholly dependent on where in the country people live, according to the research.

Effective park marketing and the rise in social media will hopefully help people to connect to all areas of Britain and encourage potential park customers to think beyond their perceived comfort zones.

Positive factors

One of the reasons people are comfortable with holidaying in the UK is that it is easier for them to budget for their holiday as they know how much things cost and there are no exchange rates to worry about.

While financial concerns are still a reason for choosing to take a holiday in the UK over one abroad, there are many other positive motivating factors driving the trend - the foremost being the desire to see new places.

The latest research has discovered that the staycation experience also offers people the opportunity to connect more with their country, their culture and the general warmth of people. The consumer will respond to a rich holiday offer that brings the family together and this is where British parks have an advantage, as they offer a sense of community. Activities such as barbecues, team games and chatting to the neighbouring family in the next caravan or tent bring holidaymakers together and their children are quick to make new friends with other children on holiday. The fond memories generated by the British park holiday engender loyalty to the park and a desire to return, exemplified by the statistic that post-recession 78% of respondents expect to holiday at home.

The research confirms it is likely that the staycation is here to stay. A combination of economic factors, positive aspects such as a re-engagement with the traditional British holiday and some clever marketing by domestic destinations and accommodation providers, has meant that people are more likely to take a domestic holiday. It is clear that the market is changing and customers' expectations are rising, so those parks prepared to meet the staycation challenge will benefit from the higher levels of domestic tourism.

Reasons are a mix of finance and positive aspects of domestic breaks

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Reasons for being likely to take more UK holidays than normal beyond 2012 (%)

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