



CaSSOA

THE CARAVAN STORAGE
SITE OWNERS' ASSOCIATION

June 2014

Message From Your Chairman

Dear All,

We had a very successful Easter here at Bramcote Mains. The weather helped, along with the school holidays. As many as a hundred caravans went out, enabling our new member of staff to get the lining machine out. Over the years we have tried many ways of re-lining the site; from white marble like chippings to the expensive aerosols. Due to the wet winter, many of our plot lines had disappeared so we used our machine that sprays lines on with matt emulsion paint with a petrol engine. Brian stayed here on Good Friday to work in the empty spaces. Let's hope the weather, along with our new arrangement with the Warner group, bring in those extra customers we need to fill our sites.

On the road to recovery

I came home one Saturday afternoon to find that an Air Ambulance helicopter had been out. One of our caravan storage members had been cleaning his caravan and had fallen. Everyone has to bring their own steps, a Risk Assessment under Health and Safety stopped us offering the use of a suitable platform. I was told that the member had had a heart attack, died and been taken away by a road ambulance. On the Monday, having worked out who the person was, I rang the wife to offer my condolences. To my surprise the phone was answered by the member, who had been discharged that morning from hospital! The good thing was that he said that my staff had responded very well to the emergency.

CaSSOA Annual Meeting

This year we are hoping to hold the CaSSOA Annual Meeting in early September.

It will be a great opportunity to meet other members, discuss CaSSOA issues and get involved in shaping our future. If you have items you would like to put forward for the agenda, or any other thoughts regarding the Annual Meeting please contact us at enquiries@cassoa.co.uk



Have we got your Email Address?

CaSSOA are an environmentally conscious organisation, and as such are keen to reduce our paper usage. Please let us know your email address (enquiries@cassoa.co.uk) so that we can email you in future and avoid printing as far as possible.

CaSSOA Forum

We are pleased to announce the forthcoming launch of the CaSSOA Forum on our website.

The CaSSOA forum is an online discussion area for CaSSOA members. We hope that subscription to the forum will allow you to discuss a variety of topics relating to caravan storage with other members of CaSSOA. It can also be used to seek advice and raise any issues you may be experiencing. The report below about caravan scams is a prime example of a forum topic. We would encourage you all to post items like this on the CaSSOA forum.

What is a Forum?

Our forum, or message board, is a discussion site where you can hold conversations in the form of posted messages. A discussion forum can contain a number of sub-forums, each of which may have several topics. Within a forum's topic, each new discussion started is called a thread, and can be replied to by as many people as so wish.

The CaSSOA forum will require members to be registered and posts will therefore not be anonymous. In addition, the forum will be managed by the CaSSOA administrator and all posts will be monitored.

If you haven't used a forum before or need some guidance, we will be issuing a User Guide shortly.

David Eglin warns, be vigilant on caravan scams

On March 21st I took storage of an Avondale Caravan recording its value about £6000. The owners of it required storage for at least one month while they sold it. I was under the impression that after it was sold they would then use the plot we gave them to put their new caravan in.

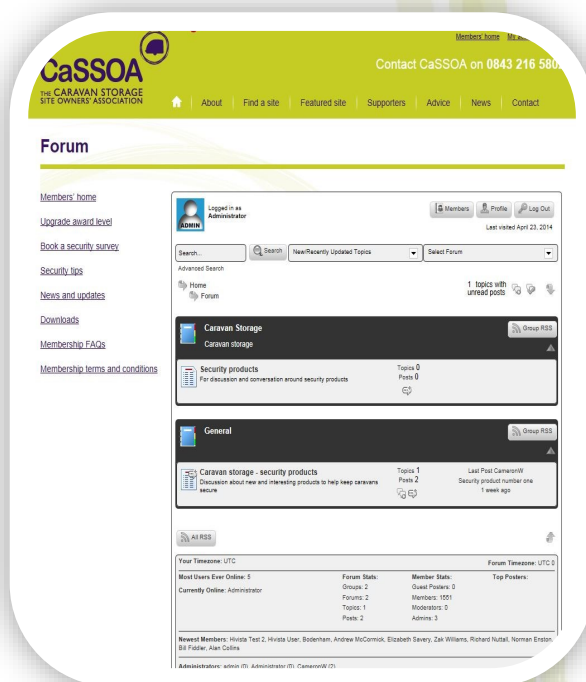
On Sunday 6th April I met a couple and their two teenage sons who had come to look at the Avondale caravan.

They came to me in the office to say they thought a scam was operating. A few days previously they had bought a caravan on E-Bay for £3200.

They had now seen the same caravan listed again on that site. It was an Avondale and could be identified by a missing 'L' in the badge. They had rung the vendor and it turned out that they were the owners and the caravan was stored on our site. Unfortunately they had sold the caravan that morning to another couple for £5,400 – more the market value. Examining both listings with the two parties present, we were able to establish that the original photograph had been taken from the roadside while the caravan was parked at the owner's house when it was first offered for sale by an advert in the window of the van. This was before it was moved into storage prior to sale.



The police are involved and it has been reported that several similar scams have been recorded involving a significant amount of money. E-Bay recommends that all payments be sent through their PayPal system which offers a greater degree of protection but even that method is open to abuse. 'Buyer Beware' is the maxim and it might be worth repeating these details to any of your customers who are selling their caravans on the open market. We always check and record CRIS numbers on caravans when someone comes into storage.



Marketing CaSSOA

Advertising Partnership with Warners

The first CaSSOA adverts went live in May. As well as three print features, the Out & About Live website launched our CaSSOA page where potential customers can search our database of CaSSOA registered storage sites.

(<http://www.outandaboutlive.co.uk/Cassoa-Caravan-Storage-Sites>)

These features will reach around 60,000 magazine readers and provide CaSSOA with online exposure reaching over 45,000 e-newsletter subscribers every month.

In April, we attended the National Motorhome Show in Peterborough. Along with the Warner Group we hope to be able to attend more shows and spread the word about CaSSOA!

Your CaSSOA Website

Is there anything you'd like to see on the CaSSOA website?

Maybe you've got an event that you think other members would be interested in? Or perhaps you've got an idea for an article, or an additional page?

Get in touch with us via email, Facebook, Twitter or just give us a call. We'd love to hear your ideas.



Social Media

CaSSOA is now on Twitter and Facebook.

@officialcassoa (www.twitter.com/officialcassoa)

www.facebook.com/cassoasecurestorage

You can like the CaSSOA page on Facebook and follow us on Twitter. You'll be able to use these platforms to connect with other members and contact us directly. Facebook and Twitter are great ways to share your thoughts, get advice from the CaSSOA community and keep up to date with CaSSOA news and events. CaSSOA is also on Pinterest

www.pinterest.com/cassoastorage

Please share your caravan and motorhome photos using the hashtag #CaSSOA

Q: Why do thousands of caravan owners use CaSSOA Storage Facilities?

A: Simple... Because they are the best!

Benefits of CaSSOA:

- Peace of mind
- Reduces risk of theft
- Some insurance discounts available

To find your secure local caravan storage site visit www.cassoa.co.uk

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