



CaSSOA

THE CARAVAN STORAGE
SITE OWNERS' ASSOCIATION

Welcome to 2014 and Thank You for Renewing

We would like to take this opportunity to thank you for your continued support and to wish you a very Happy New Year. Our new full time administrator, Becci Rooke, joined the team in January. Becci has a wealth of experience in administration, website maintenance and project management. We have many exciting projects planned for the year ahead which we look forward to sharing with you. Firstly, we are aware that our 2014 Membership Invoices did not go out in a format which was satisfactory for all. We apologise for this and have taken measures to make sure that this will not happen again. We have spent the first few months getting ready for the launch of our new marketing partnership with Warner Group PLC. We are pleased to announce this is now at the final stages of development and we hope to have this up and running very soon. We have also made some improvements to the CaSSOA website and will continue to do so throughout 2014.

Message From Your Chairman

When I used to write a monthly article for the NFU Farmer & Grower I was always advised to avoid mentioning the weather as by the time the article had been printed it would have changed. Well, this time I am breaking that rule in the hope that I appease the weather Gods and they give us a break from the wind and the rain.

As I write this, strong wind and heavy rain – following the wettest January in living memory – is making even our storage park very wet. We have a system where our drainage water goes into a large tank which we can use in case of fire. With this weather though, we're having to take water our daily with a tractor and tanker.

My thoughts are with those of us that have storage sites on low lying areas that are suffering at the moment - first Somerset and the West, now Oxford and the Thames Valley. I am only too aware that until this weather really breaks, not many of our customers are going to appreciate the joys of caravanning. Let's all hope for a change in the weather.

Ted has told me that this isn't the first newsletter that CaSSOA has produced though I'm struggling to remember it being written 15 years ago in the early days. I must at this point welcome Becci, our new full-time administrator, to CaSSOA. She will now be your first point of call if and when you contact the office.



I must thank the team in Nottingham for bringing back the newsletter so that we can improve communication with those of you who are unable to access our website.

Another idea which came from the office from Richard and Hannah was our new partnership with the Warner Group. Those of you who attended the AGM in Nottingham were very enthusiastic and felt that it would help to fill those empty spaces most of us have.

On mentioning the AGM, I would like to clear up once and for all the procedures which are in place. Most of us who store caravans are from the farming fraternity and have been brought up with either the YFC or the NFU and are used to an AGM procedure which includes reports from officials and a financial report. Following on from some of the comments we've received, Ted and I have looked into the CaSSOA constitution drawn up fifteen years ago and the makeup is such that no financial report needs to be given. I therefore feel that next year when we meet, we call our AGM the Annual Meetings where members may raise points regarding the actual running of both the committee and the office.

Continues over...

Message from your Chairman cont....

One must appreciate that over the years, CaSSOA has not been strictly governed from the office and so our new team of Becci, Hannah and Richard may produce new ideas and ways we are not familiar with. I myself have started to attend courses about the use of social media and the internet in order to be able to use the likes of Facebook to improve our sales on the farm and park.

As your chairman I have made it my personal responsibility to keep in touch with the office and will regularly meet with them. I would encourage you all to please keep in touch with either them or myself with your comments and feedback.

David Eglin, February 2014

Warner Group PLC—The Year Ahead



Over the last couple of months we have been in regular contact with the Warner group to finalise our marketing plan. This includes discussing the editorial content and advertising, deciding on layouts and confirming designs. Over the course of the year you should start to notice the fruits of our labour in Warner publications like Caravan, Caravan Buyer, MMM and Which Motorhome. We will also be advertising on the Out & About Live website to put the CaSSOA brand in front of 3 million our your potential customers per month.

15th Year Anniversary

Did you know that 2014 is CaSSOA's 15 year Anniversary?

Over the years' CaSSOA has progressed from humble beginnings to the nationally recognised organisation it is today thanks to the hard work and dedication of its founders and members.



Important Information—Fire Safety

During the month of November there were serious fires on two member sites, causing major damage and loss. This would now appear to be an appropriate time to highlight what the legal position is for members in relation to Fire Protection.

It is recommended that the caravans are parked at 3.5m apart —that is the distance between the fronts of the draw bars of two side by side caravans. The individual bays should be 8m long with 8m wide roadways. Where caravans are parked back to back there should be a 1m wide corridor between the rows to act as a firebreak. The recommended 8m wide roadways will allow access for emergency vehicles.

The removal of Gas Bottles is a complex area following the introduction of the Regulatory Reform (Fire Safety) Order 2005. Wherever possible the respective owners should remove the gas bottles from the caravans. If it is not **reasonably practicable** to remove the Gas Bottles they should be turned off, and disconnected from the internal appliances. The onus of showing that it is not **reasonably practicable** to remove the Gas Bottles lies on the proprietor who will be identified as the responsible person.



A caravan fire is Class "A" and an essential issue in fire protection is to ensure the correct equipment is used,

for both prevention and firefighting.

For example where free burning combustible material is stored near the storage area then a hose reel is the most effective method of tackling a blaze.

All fire protection equipment should be:

- Serviced and maintained in good working order;
- Protected from adverse weather conditions;
- Recharged as per the manufacturer's specification
- Where a site is surrounded by undergrowth, periodic checks should be made to ensure that it does not encroach into the storage area. Under no circumstances should undergrowth be burnt back.

All fire points should be readily identifiable as such by the use of both words and a pictogram.

Members are reminded of their responsibilities and urged to review their fire risk assessments regularly.

Ted Young—Brand Ambassador

INHERITANCE TAX AND SUCCESSION PLANNING FOR CARAVAN STORAGE SITE OWNERS



Proud to be Corporate Members of CaSSOA

Inheritance Tax and succession planning must be considered by all storage site owners sooner or later. With Inheritance Tax charged at 40% on the value of assets above the current threshold, it is vital to maximise the available reliefs and exemptions. This can help to provide continuity for your business and to prevent your assets from being depleted by an tax bill which may be avoidable.

Passing the business to the next generation

Storage site businesses are often operated by more than one generation in a family. Often the actual land on which the business is run is held by the elder generation who permit the business to use it free of charge. This structure may allow the land owners to retain overall control of the business, but it reduces the tax relief available on the assets when they pass to the next generation.

Changing the way the business assets are held can ensure that they qualify for maximum relief and prevent the business from suffering a potentially crippling Inheritance Tax bill.

A service or investment business?

Storage site owners will be aware that Inheritance Tax relief for business property depends on being able to persuade the Revenue that the storage site business is a true trading business rather than a mere investment business.

At one end of the scale, a large storage site offering a full care package or extensive cleaning or maintenance facilities for its users could be a strong candidate for relief. At the other end, a site offering basic facilities where all income represents storage fees alone would almost certainly be seen by the Revenue as an investment business. Most fall between the two extremes and it is important to examine the business carefully in advance to see if practical changes could help the business to qualify for the relief.

A recent case has raised the bar in deciding the degree and nature of the services which a business needs to provide to qualify for the relief. The case related to furnished holiday lets but it seems certain that the Revenue will seek to apply the principles to storage sites businesses. More than ever, it is important for storage site owners to take professional advice about Inheritance Tax and succession planning.

What to do...

If you think you may have an Inheritance Tax query it is important to discuss it sooner rather than later and take advice from specialist lawyers with experience in this area. Putting it off may limit the options available to you.

Gráinne Staunton

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The CaSSOA Website—SEO

We've been doing a lot of work behind the scenes to make sure the CaSSOA website is performing as it should. This process is called SEO (Search Engine Optimisation). Optimising the CaSSOA website will help to ensure that search engines like Google place us at the top of search results when a potential customer or site owner search for phrases like 'caravan storage'. If the CaSSOA website is at the top of search results and new customers looking for caravan storage sites search our website rather than any other, they will find your CaSSOA accredited site.

Can we also remind you to make sure your site details are up to date using the members area of the CaSSOA website. If you need guidance on how to do this please contact us.

CaSSOA Branding—Are You Up To Date?

You may be aware that the CaSSOA logo and branding have been updated recently. We will be using the new logos as we go forward with the Warner Group advertising so it is important that your customers see our new branding across all CaSSOA sites as well as in all literature and on the internet.

Are your signs up to date? If you have a website, have you changed your accreditation logo?

If you need any advice or further information about CaSSOA branding, please contact us.

