

CaSSOA newsletter

October 2015

Welcome to the CaSSOA Autumn Newsletter.

Thank you to those who attended the CaSSOA Annual Meeting at the beginning of September. Karl Knape of RiskSure gave an overview of the survey programme and Robert Barrs delivered an informative presentation on business rate appeals and planning permission.

Key points from the meeting include inviting new Corporate Members from the security industry with a view to offering member benefits, increasing communication with caravan manufacturers to encourage improvements in the security of their products, and encouraging information sharing between members to promote good practice. Marketing, site surveys and the administration of CaSSOA were also discussed. Full minutes are available via the member's area of the CaSSOA website, and members are encouraged to check the online forum for further news and updates.

With a positive atmosphere and a useful exchange of ideas and feedback, the 2015 meeting was a great success.

Members should now have received a CaSSOA plaque. We hope that these plaques can be used to display that you are accredited by CaSSOA. With all sites receiving one, it will provide consistent branding across all CaSSOA sites. If you have your own website, it is also important that you are displaying up to date CaSSOA logos. Should you require additional logos for advertising purposes, please contact the office.

Best Regards,
Becci Rooke - CaSSOA Administrator

Incident Log

As a matter of good site practice, it is recommended that a log is kept of site incidents. Incidents can include, but are not limited to, crime and anti-social behaviour, as well as accidental damage caused to caravans.

Should you ever need to demonstrate that appropriate action was taken following an incident, an incident report can help to document the steps taken from the time it occurred, to conclusion upon completion of investigation.

The following information should be recorded:

- Day/Date/Time of incident.
- Specific location.
- Type of property damaged / stolen.
- State of the damaged property / details of the stolen property.
- Method of entry (if applicable)
- Details of the offender, or other identifiable features.
- Details of any follow-up action to reduce the risk of repeat offence / incident.
- Details of complaint (if applicable).
- Records of correspondence (in the event of a complaint being made).



It is worthwhile considering completing a damage description form for each caravan when it is first admitted onto your site. Any damage to the caravan should be noted and the form signed by both site owner and caravan owner. Damage description forms can prove useful should a caravan owner try to claim that damage was caused to their caravan whilst on site.

Ideally, checks should be made and logged each time a caravan returns to a site, although realistically this may not always be possible.



Please note that CaSSOA should be informed of criminal damage, anti-social behaviour, or fire/flood damage. This helps us to identify patterns in caravan crime, as well as to assist us in keeping comprehensive records about all our member sites. Making us aware of incidents also helps us deal pro-actively should a customer contact us regarding any issues they may have experienced on site.

This information is kept confidential.

Member Spotlight

In this issue, we meet Keith and Sarah Strivens of Gatewick Caravan Storage in West Sussex.

How long have you been in operation?

We started storing caravans in 1998. Like many other farmers we were looking to supplement our income, it was basic then - just a row of 10 vans behind a locked gate, and no contract, just working on good will. Over the years the business has grown and we now store 270 vans & motorhomes.



Today we employ 3 part time staff (all family members). As the business grew we soon learned some of the pitfalls and had to address security and portray a professional image. We now have contracts, ask for proof of home address, photo ID and vehicle insurance.

We joined CaSSOA in 2004, this has brought a host of information, not all direct from the office at Nottingham. Attending the annual meetings and talking to other CaSSOA members in our area is always a good source of best practise and as we are all human we learn by our own and others mistakes.

Have you always been in caravan storage?

When I left school in 1977 at 16, I served an apprenticeship as, what was then called a motor mechanic, today you're a vehicle technician, and I've worked on the family farm since I was 21. I also served 32 years as a retained firefighter retiring in 2011.

What do you find most challenging about caravan storage?

One of the most challenging parts is keep the site secure and in the past the biggest challenge was obtaining planning permission to store caravans.

What do you like most about your job?

The better parts are looking back at what has been achieved, having some customers that have been here since day one. Helping customers with small problems, for instance, when the customer is leaving for France, with a ferry to catch, kids are bored with the journey and you can't get all the van lights to work properly it seems like the end of the world. If I can stick my screwdriver in and make them burst into life wishing the customer bon voyage, it puts a smile on my face. The income stream's also very handy.

What do you like to do in your spare time?

In my spare time I like to play with boats - sail or power, I don't care. My wife tells me I'm caravanning on water - it's like a busman's holiday!!

CaSSOA Site Profiles

As a CaSSOA member you have a site listing on the CaSSOA website which is searchable via the Find A Site function. All members have a basic listing with their site name, address and contact details. By logging into the members area you can update your details, add photos and add other relevant information like pricing and directions. Here's how to update your listing.

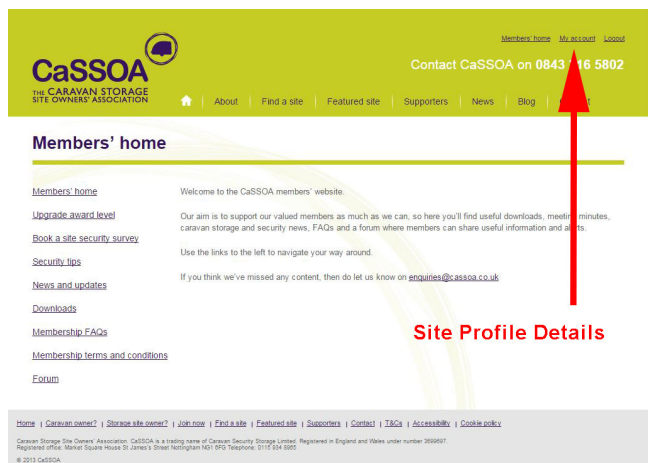
1. Go to www.cassoa.co.uk and login to the member's area. Click on the link in the top right corner.



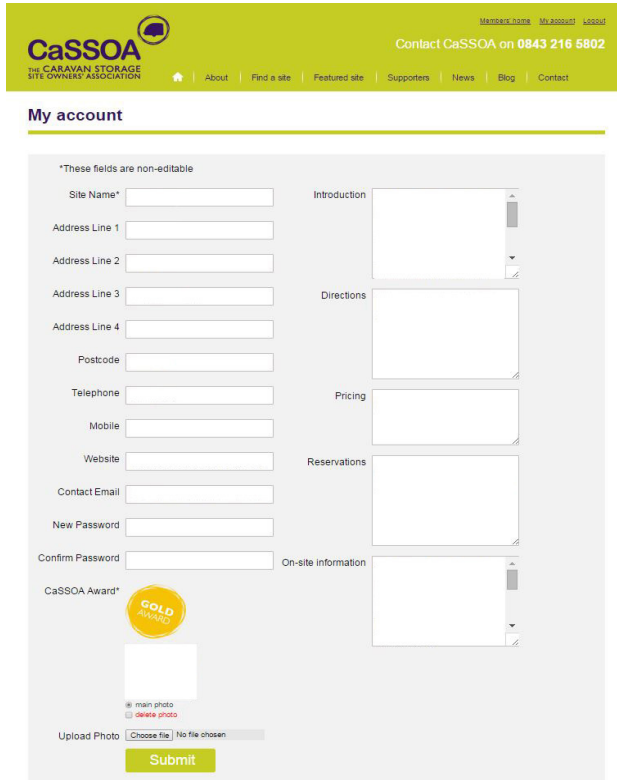
2. Use your username and password to enter the members's area. Please contact CaSSOA if you need a reminder of these.



3. When you've logged in, click on the "My Account" link in the top right corner. This will take you to your site listing.



4. Update your listing.



- Photos can be added, but there is a maximum upload limit of 2MB.
- If you wish both a landline and mobile contact number to be seen, please include both these numbers in the 'Telephone' field. The 'Mobile' field is for internal use only.
- We advise that you contact CaSSOA if you wish to change your password so that we can update our records with your new chosen password.

The Farm Innovation Show

The Farm Business Innovation Show 2015 is the most comprehensive and interactive show dedicated to helping farmers generate new forms of income from their land.

The Farm Innovation Show aims to help farms generate new forms of income from their land, and is the only farm business event that offers rural entrepreneurs the guidance, inspiration, suppliers and resources in diversifying out of agriculture.

This year CaSSOA will be exhibiting at the Farm Innovation Show at the NEC in Birmingham. With the show expected to attract over 5000 farmers, land owners and people with an interest in rural business, we hope to promote CaSSOA and encourage people to consider caravan storage as a way to diversify.

For CaSSOA members, the show could be really useful. With networking opportunities, over 200 exhibitors and a range of seminars and workshops, there could be an opportunity to create a business that could complement your primary source of income.

If you run a holiday park alongside your caravan storage business, the Holiday Park Innovation Show could also be of interest to you. Run in conjunction with the Farm Business Innovation Show, this exhibition offers holiday park owners the guidance, inspiration, supplies, and resources to put their holiday park on the map.

So whether caravan storage is secondary to your main business, or if it is your main concern, these shows will give you the chance to network, explore the latest trends in diversification and find some inspiration of how to diversity further. These shows offer opportunities for interaction with the farmers and holiday park owners who themselves have successfully diversified, offering you the chance to find out what worked for them and to meet face-to-face with the product suppliers who can ensure future profit is made from your land.

Farm Business Innovation and The Holiday Park Innovation Show will take place on the 11th and 12th of November at the NEC in Birmingham, and is absolutely free to attend. Book your ticket online at www.thefarmingshow.co.uk.



Our Corporate Partners

CaSSOA has a number of Corporate Partners who offer caravan and motorhome insurance. Customers of CaSSOA storage facilities may benefit from discounts of up to 20% on their caravan insurance premiums.



For members, Barrs & Co and Tozers Solicitors offer professional services which may be beneficial. Barrs & Co offer a range of advisory services including business rate appeals and planning and development assistance. Tozers Solicitors are a leading firm of lawyers providing speciality services to caravan parks throughout the UK.

In addition, we are proud to work with The Crime Prevention Website and Warners Publications.



For more information please contact the office.