

CaSSOA
Annual Meeting Minutes
Wednesday 9th November

CaSSOA	Becci Bailey
CaSSOA	Peter Harvey
CaSSOA	Rebecca Marriott
SECOM	Ian Barthorpe
Savills	David Gale-Hasleham
AM Borrill Caravan Storage	Rebecca Nobbs
Apple Orchard Caravan Storage	Charlotte Morrison
Blue Self Storage	Sharon Parfitt-Jones / Bernadette Crook
Border Caravan Storage	Keith, Alison & Helen Rogers
East Devon Caravan Storage	Simon Stokes
Firs Farm Caravan Storage	Sarah & David Godfrey
Fortx Storage	Clare Pear
Gatewick Farm Storage	Will Strivens
Henlow Bridge Lakes	Chris Rushton
Hill Farm Lilley Green	John Long
Hilltop Caravan Storage	Laura Hayward
JC Walsh & Sons	Robert Pearce
Newton Self Storage	James Macara
NF Caravans	Tanya Crowther
Secure Storage South Yorkshire	Lee Evans
Sheepdrift Farm	Cheryl Phillips
Storit	Jon Tuplin
Wakefield Caravan Storage	Usman Aziz
Welby Storage	Sue Lapidge
Westby Hall	Helen Taylor
Wingates Leisure Storage	Peter Holden
Woodbury Caravan & Boat Store / House-it Ltd	Gill Chamberlain

Tim Booth (NAVCIS) unable to attend

Caravan theft levels remain similar to last year's reported numbers – majority are stolen from storage locations. Motorhome thefts have seen a significant increase this year.

Ian Barthorpe – SECOM

SECOM have taken over from RiskSure in providing surveys to CaSSOA members. Ian explained this survey provision, and detailed the wider services they offer.

[SECOM website](#)

[SECOM video](#)

[Survey details](#)

10% discount to CaSSOA members on products purchased via SECOM. Smart home security options for CaSSOA storage site customers.

There is no obligation for CaSSOA members to purchase from SECOM, and no preferential treatment for those who do. Survey reports are completely objective – SECOM will report what they see.

Chris (Henlow Bridge) - Does the Solar CCTV System have Gold NSI accreditation? Questioned whether it would due to the remote nature of the system.

Yes, developments in the technology means that it does meet Gold NSI. It also has a 3 year warranty.

David Gale-Hasleham – Savills

Business Rates in relation to caravan storage. Please see separate presentation file.

Simon Stokes (East Devon Caravan Storage) – Are we to expect a visit on site from the Valuation Office? [ratable value review due in 2023]

No not unless you have put in a recent valuation.

Becci Bailey - CaSSOA Management Update

The organisation is healthy as a business, in a solid position financially, and running smoothly.

Over the last year the most significant development has been the change over from RiskSure to SECOM for survey provision. Rebecca [Rebecca Marriott – CaSSOA Administrator] has been focusing on making regular contact with members and I've [Becci Bailey – CaSSOA Manager] been looking at the member journey to improve engagement, improve our offering and streamline our processes.

Mission Statement & Vision Statement

Important to clearly set out what our purpose is as a membership organisation, and define what our activities and goals are.

Established in 1999, CaSSOA is the primary trade association representing caravan storage site owners in the UK. In addition, our security accreditation scheme provides quality assurance for caravan and motorhome owners looking for secure storage. CaSSOA seems to promote best practice and facilitate the continued improvement of security standards within the industry.

Our aim is to provide CaSSOA members with revenue opportunities to cover the cost of their membership, as well as offering advice, representation and additional membership benefits.

- We will set the standards and best practice for secure storage within the industry.
- Promote caravan and motorhome storage in the UK.
- Provide opportunities for members to network and share best practice via forums and annual events.

With this in mind, there are 3 goals which we'll be focusing on over the coming year. *Happy to receive input from members relating to these.*

- Revenue streams for members
- Improve member engagement / involvement
- Improve new member journey (to include automation)

Overview of membership

Membership numbers have been stable over the past 5 years or so, and we've seen an increase of c.12% this year.

2018 members - 452

2019 members - 460

2020 members – 468

2021 members – 463

2022 members - 484

22 new sites 2022 – we want to make sure that new sites are up to standard. Of the sites wanting to join, most are committed to meeting our standards and see the importance of CaSSOA and share our ethos.

There have been concerns over competition, undercutting prices, providing poor standards – our focus will be to promote CaSSOA to these sites.

Given the market buoyancy, there should be enough business for everyone.

One of our key focuses for 2023 is to educate the customer of the benefits of CaSSOA sites over non accredited storage. Cheaper isn't always better.

Membership engagement

CaSSOA will be reviewing engagement and setting out a structured approach to membership activity and development.

- Existing member retention – currently 97% retention rate
- New member acquisition
- Overall membership journey and activity.
- Different groups – non engaged, active participant.

Define our member value proposition and benefit statement, as well as mapping out a more segmented and automated approach to maximise your membership experience.

Regional groups – in person or virtual. CaSSOA to work to set these up. Please get in touch if you're interested.

Forum - Please utilise the members forum. It's a secure environment to share and communicate.

Exit Survey

Exit survey has been sent to all non-renewed members going back to 2018. Questions included:

- Why didn't you renew
- What was most beneficial of membership
- What would have prevented you from leaving
- Would you recommend CaSSOA
- What would encourage you to re-join

Main issues - cost of surveys and cost of membership for small sites.

Key benefit - accreditation and recognition of security standards.

Commission earning opportunities should to address the issues with costs.

Membership fees

Membership fees have not been reviewed in nearly 10 years. We have therefore agreed that from 2023 there will be an increase across all tiers of membership.

This was discussed with the Committee, who were understanding of the need to do this.

Site Size	Renewal Fee	£ increase
0-50	£209.00	£19.00
51-199	£360.00	£36.00
200+	£530.00	£50.00

As we are all aware, costs for everyone have been increasing, particularly this year, and as a result our costs have too risen.

We'll be ploughing any additional revenue made, back into the business to provide you with the most value possible. Reinvesting

We'll be making sure that our systems are providing us with the best tools to run the organisation and provide you with the best membership experience.

We understand that you may have concerns about this, and will happily answer any questions, but this increase is something we can't avoid.

Renewal fees will now be renewed on a yearly basis

Finance Update

Both the level of business for 2021 and period end financial position are satisfactory.

The present level of activity is expected to increase slightly over the period ahead – we typically see an increase in income in the 1st ¼ due to membership renewals.

Memberships have remained stable to the end year at 463 (2020 – 468) and an increase of c12% has been seen in 2022.

Net Assets decreased over the year to £259k where surplus cash was paid to parent company via dividend

In 2021 the Company made a reduced profit after tax of £64.2k (2020: £81.7k) stemming largely from a reduced turnover £164.9k (2020: £182.3k) due to decreased income from site surveys.

Membership Benefits reminder

- Provide caravan and motorhome owners with discounted insurance for storing their caravans on CaSSOA sites. This is the main benefit for being a CaSSOA member – your customers reap the reward and see you as the favourable option.
- Commission earning – get involved to cover membership
- Listing on the CaSSOA site directory
- Legal & HR Helpline
- Storage Contract
- Planning Advice
- Business Rates Advice
- Access to industry advice & guidance
- Listing on the CaSSOA website
- Membership Certificate
- Use of the CaSSOA logo
- Commission opportunity via CaSSOA Insurance
- Commission opportunity via Caravan & Motorhome Warranty
- Invite to Annual Meeting
- Quarterly newsletter
- Monthly e-news
- Caravan Storage Guide
- Fire Safety Advice
- GDPR Advice
- Recommended Suppliers
- Free CRiS checks
- Security Alerts
- Insurance discounts for your customers
- Access to the CaSSOA members forum
- Arrears Recovery Advice

SECOM Survey Provision

SECOM have been providing us with surveys since September and initial feedback is excellent. Timekeeping, professionalism and advice have been very highly rated. Response times significantly improved. Most surveys have been arranged & carried out within a week.

Extremely pleased with changeover to SECOM as surveyors. Initial feedback from customers very positive. Reports very constructive and clearly understand our focus on quality and security standards.

“[The surveyor] was very friendly, knowledgeable and appeared experienced. What I liked about him in particular was that he appreciated our rural surroundings and we were not on an Industrial estate where we could have prescriptive galvanised fencing everywhere, but we had environmental impact considerations as well as trying to maximise effective security”.

With the change in surveyor and price point, the frequency of surveys will increase from every 5 years to every 3 years, without a substantial increase in cost to the member – maximum £10 increase. It was agreed with input from the Committee that 5 years is a long time with potential for deterioration of security provision, or improvements. We can keep a closer eye on standards with a 3 year interval.

Security advice available - No obligation. Recent theft from site – SECOM attended within the week to advise on identification of weak spots and possible improvements. Free of charge.

Accreditation & Standards

Bronze Review – Phasing out bronze award by 2022 end. Bronze will be replaced by “ungraded”.

Currently 15 ungraded, of which 4 have recently had surveys and intend to carry out recommendations to upgrade to Silver or Gold. No complaints received from those affected. This is essentially a rebranding – no change to matrix.

Platinum sites since introduction last April – now 28 sites (Just under 6%)

Commission Earning Opportunities

Cover the cost of your membership with little effort.

Our aim is to provide members with commission earning income streams to cover the cost of membership. 3 current opportunities. Uptake could be better.

Ceta – Caravan

Member sign ups to date: 77

Commission available: 20% NEW 10% RENEWAL

Commission to members: over £10K

- Engineer Aftercare warranty

Member sign ups to date: 9

Commission available: up to £50

- Habcheck

Member sign ups – 5

Commission available: £17-£26 per product

- Kingfisher – Motorhome.

Ready to launch when internal issues are resolved.

Kingfisher have a long and established product range within the Leisure market, having provided caravan and motorhome insurance since 1985. You may be more familiar with their brand Shield Total Insurance. Member commission 8% new biz / 4% renewal

Public Liability Insurance

This has been launched with Binnacle (Compass). Underwritten by Accelerant Insurance (A rated).

Fire Safety

Working with Nottinghamshire Fire Service to update our fire safety advice. This will include arson protection and guidance specific to caravan storage operations.

- Your site listing! Please update.
- Monthly e-newsletters to website subscribers and members – industry average open rate is around 23% ours is between 50-60%. Please take time to read as updates & info are included.
- Quarterly newsletters.
- Social media platforms – not necessarily for new business, but exposure of CaSSOA / Site of the day. If you use social media to promote your business, tag us.
- Contracts review / Trademarks renewal – in progress with Legal.
- Farmers Weekly, Farmers Guardian – targeted ads and editorial piece generating new member enquiries.
- Lapsed members / falsely advertising – reported to ASA. Please report anyone you feel is falsely advertising.
- Committee – meet every 1/4. Please contact if you have feedback.

Keith Rogers	Border Storage	Cambridgeshire
Chris Rushton	Henlow Bridge Lakes	Bedfordshire
Laura Hayward	Hill Top Caravan Storage	East Yorkshire
Alan Baguley	Sunnymead Storage	Shropshire
Peter Holden	Wingates Leisure Storage	Manchester
Keith Strivens	Gatewick Farm Storage	West Sussex
Helen Taylor	Westby Hall Storage	Lancashire

The Future

- Site of the Year Award
- Visiting sites – get in touch if you'd like us to visit.
- Sustainability – keen to help members achieve sustainability targets. Will provide advice.
- Electric vehicle charging – Park Home Renewables

Create custom package for CaSSOA members / multiple charging points powered by roof mounted solar panels. Ability to set different prices.

- Dealerships – catch end users at point of sale

Questions & Feedback

Andrew (The Spinney Caravan Storage) – Requested advice about traveller evictions.

CaSSOA has an advice leaflet, but any first hand advice would be appreciated. Members should get in touch if they have experience of this.

Charlotte Morrison (Apple Orchard Caravan Storage) Many customers who don't know about CaSSOA when they come to site. Asked about engagement / click through rates for CaSSOA social media platforms and website.

We have a steady engagement rate for our posts and similar CTRs. Followers increase month on month. Facebook has best engagement. We are followed by a lot of established caravanners, but should try and make ourselves visible to new caravanners. We will look at increasing our chat focus on the social media rather than just posts about CaSSOA.

Tanya Crowther (NF Caravans) – Insurance, if someone was to store with us (and get CaSSOA gold discount on their insurance) but then left and went to store elsewhere at a Non-CaSSOA site, is there anyway of checking that they have notified their insurance?

No not really, other than taking the customers word for that. Doing this would invalidate their insurance if they had to make a claim.

Keith Rogers (Border Storage) – Could the Annual Meeting be back to face to face as it would give the sites more opportunity to interact with each other. Maybe in a hotel with an evening meal and an overnight stay?

We will look into that for next year's meeting.

Lee Evans (Secure Storage (South Yorkshire) Ltd) – Will CaSSOA always use an external survey provider?

Employing an in-house surveyor was evaluated but costs were prohibitive, with potential conflict of interest. Having the clear division between surveyor and business reinforces validity of survey report.

Usman Aziz (Wakefield Caravan Site) – Are most of the CaSSOA sites full?

Most members commented that they were full with waiting lists.

Helen Taylor (Westby Hall Storage – not full outside and concerns over being undercut by neighbouring caravan storage which isn't up to CaSSOA standards.

Chris Rushton (Henlow Bridge Lakes) – not worried out cheaper alternatives. Customers soon realise the benefit of CaSSOA standards when a theft occurs.

Claire Pear (Fortx Storage) – Does anyone charge for customers to be on a waiting list?

Helen Taylor (Westby Hall Storage) commented she asks for £20 deposit in order that she gets serious customers on the list.