



CaSSOA

THE CARAVAN STORAGE
SITE OWNERS' ASSOCIATION



CaSSOA Annual Meeting 21 November 2023

Agenda

10:15 Introduction & Welcome

10:20 **Brian Rees**
Matthews Goodman Chartered Surveyors - Business Rates

10:50 **Tony McGuirk & Gary Taylor**
Fire safety (Lithium battery risks)

11:20 **Michael Jenkins**
Arc Legal Helpline

12:00 **Ian Barthorpe**
Secom Security

12:30 **LUNCH**

13:30 **Management Update**
Becci Bailey – CaSSOA Manager
Peter Harvey - CaSSOA Director
Rebecca Marriott – CaSSOA Administrator

Management Update

Mission Statement

Established in 1999, CaSSOA is the primary trade association representing caravan storage site owners in the UK. 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.



Vision Statement

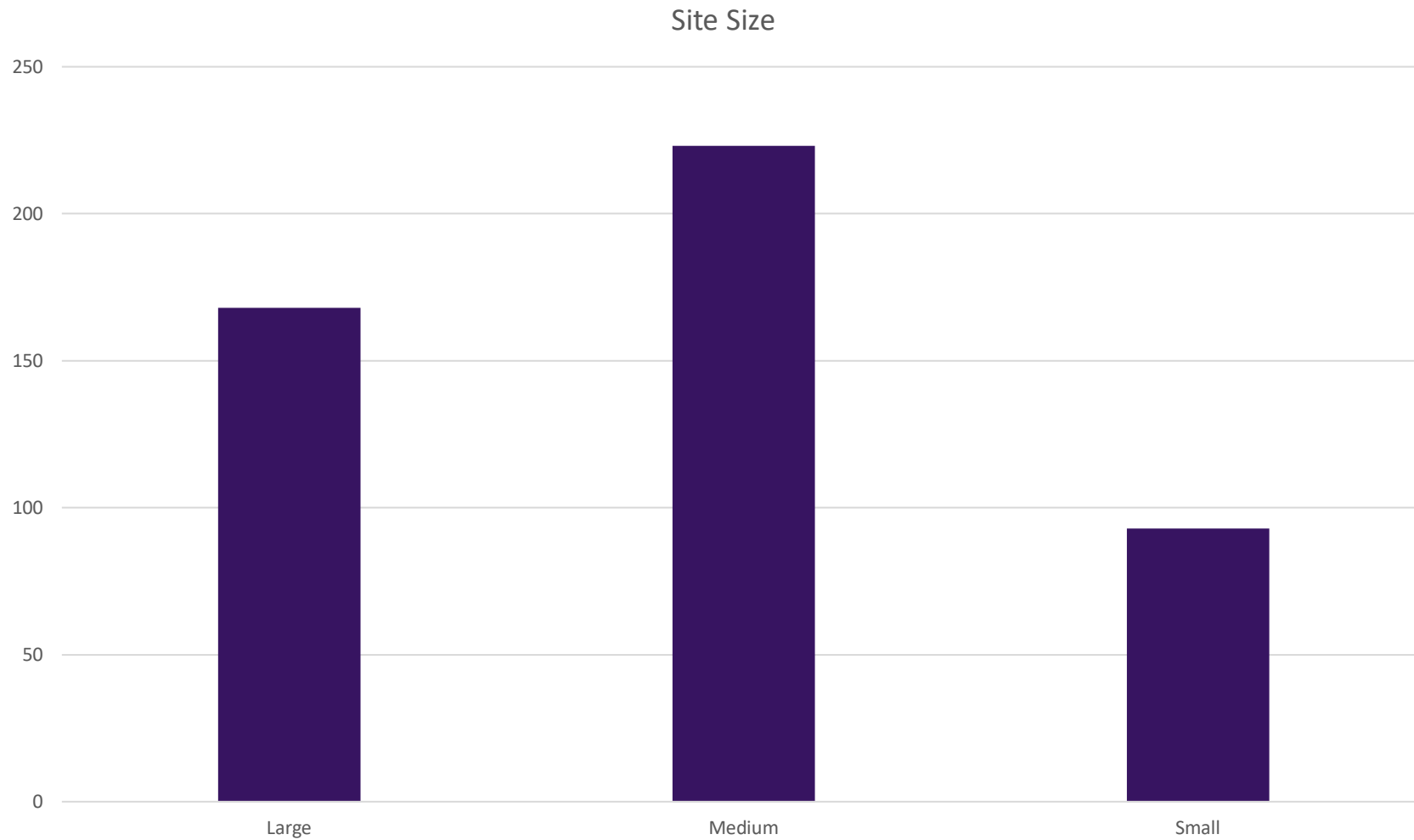
Our aim is to provide CaSSOA members with revenue opportunities to cover the cost of their membership, as well as offering advice, representation and additional membership benefits.

- *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.*



Membership Profile

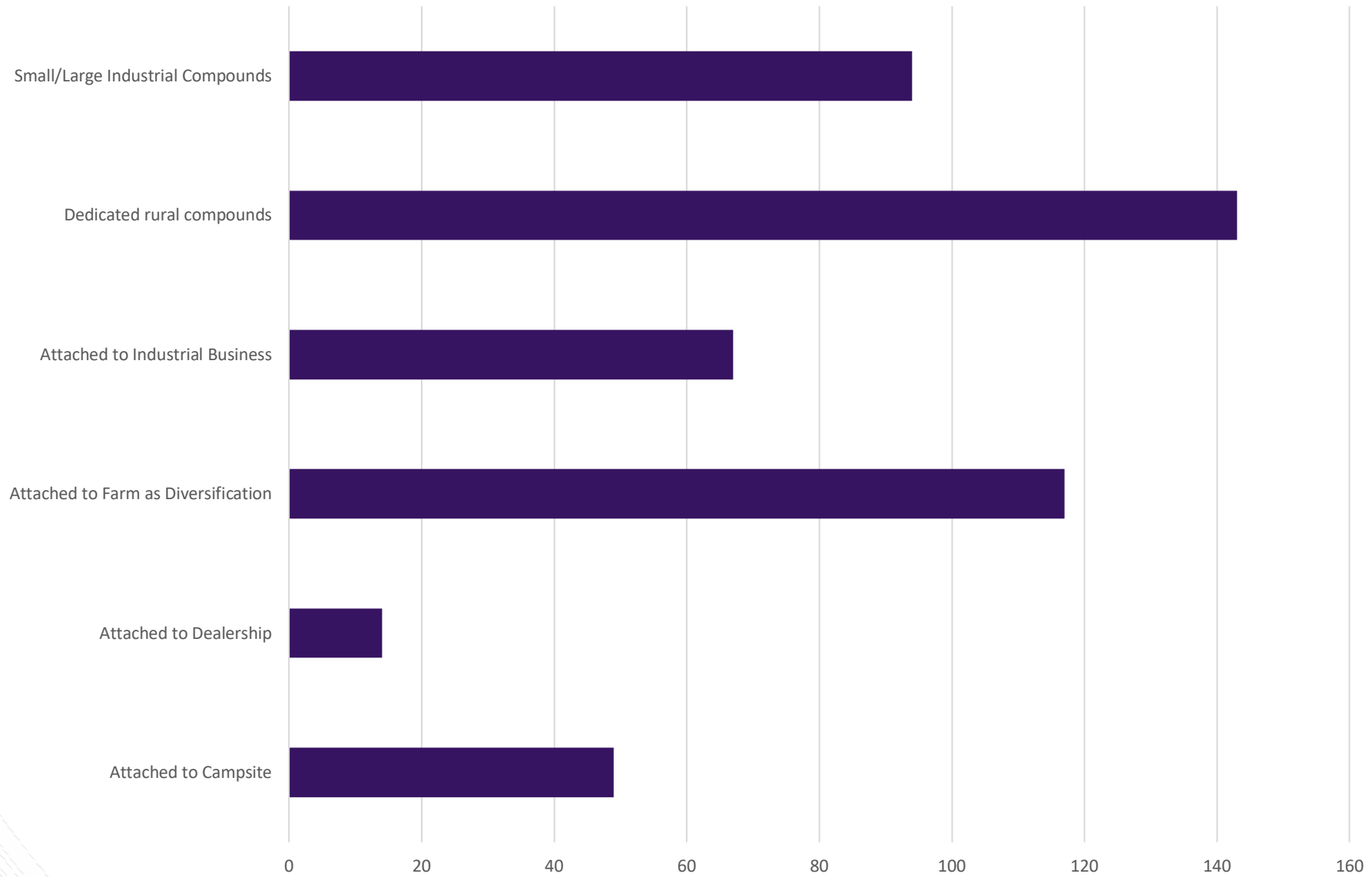
Over 95,000 CaSSOA storage spaces



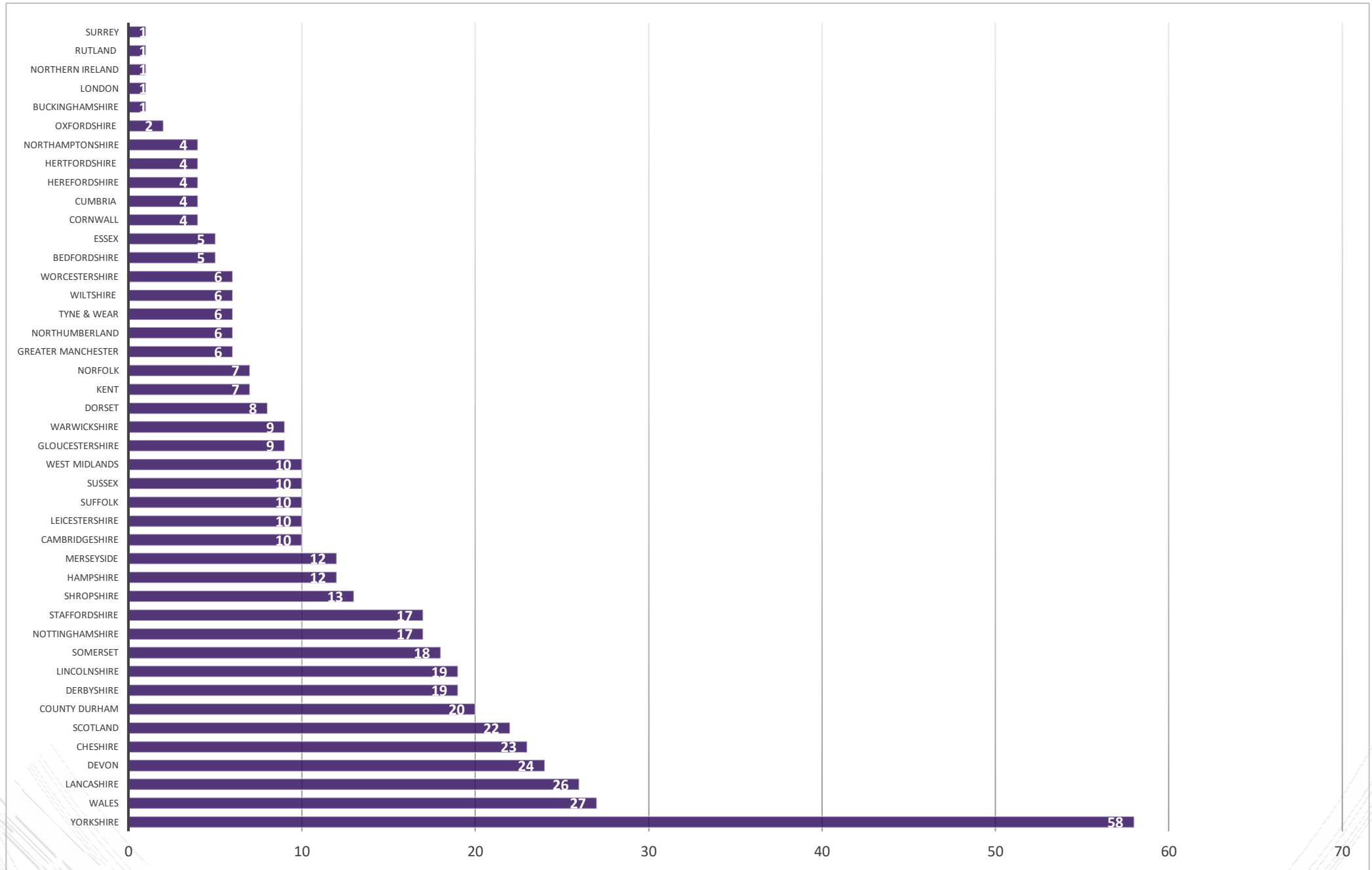
New Members



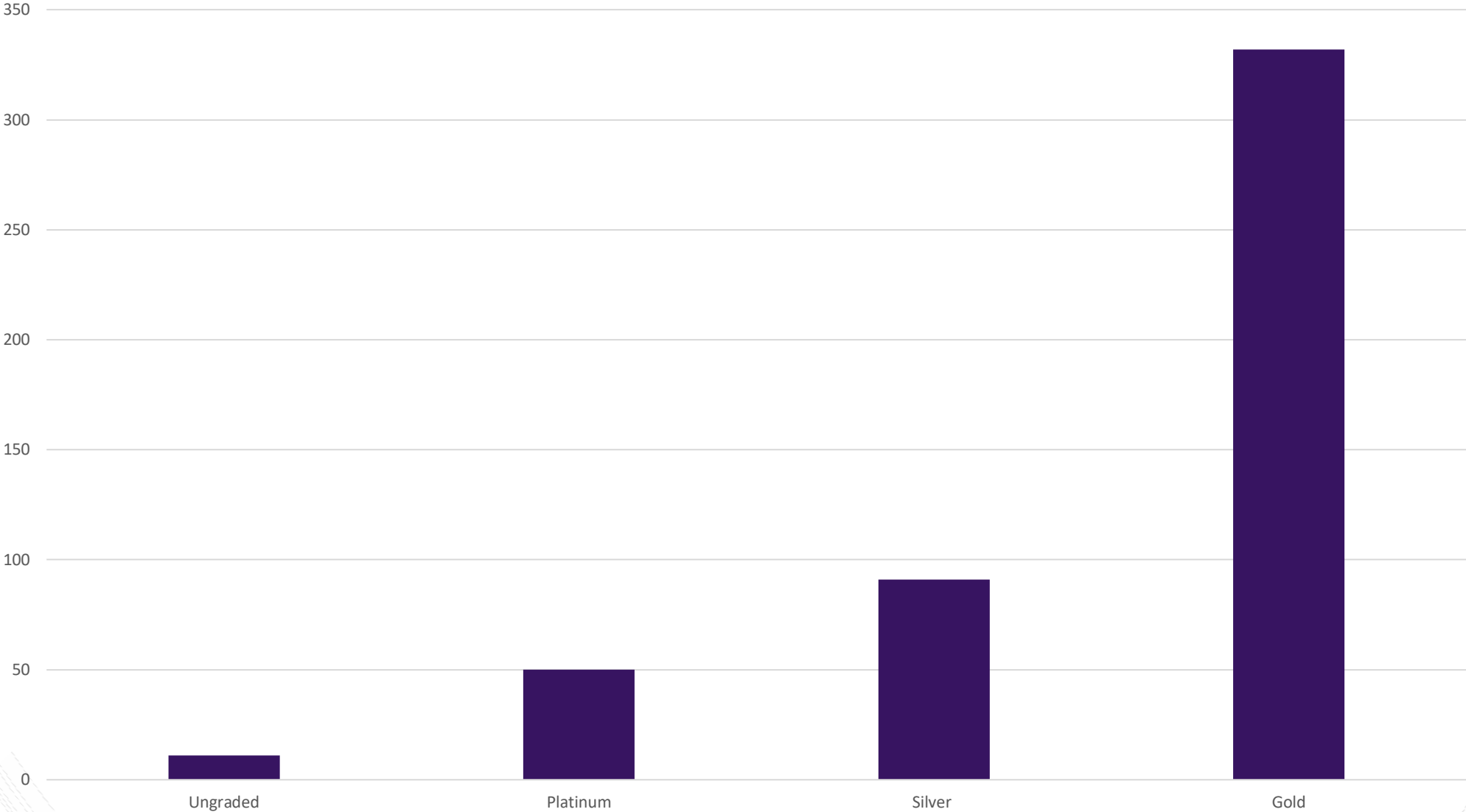
Business Types



Locations

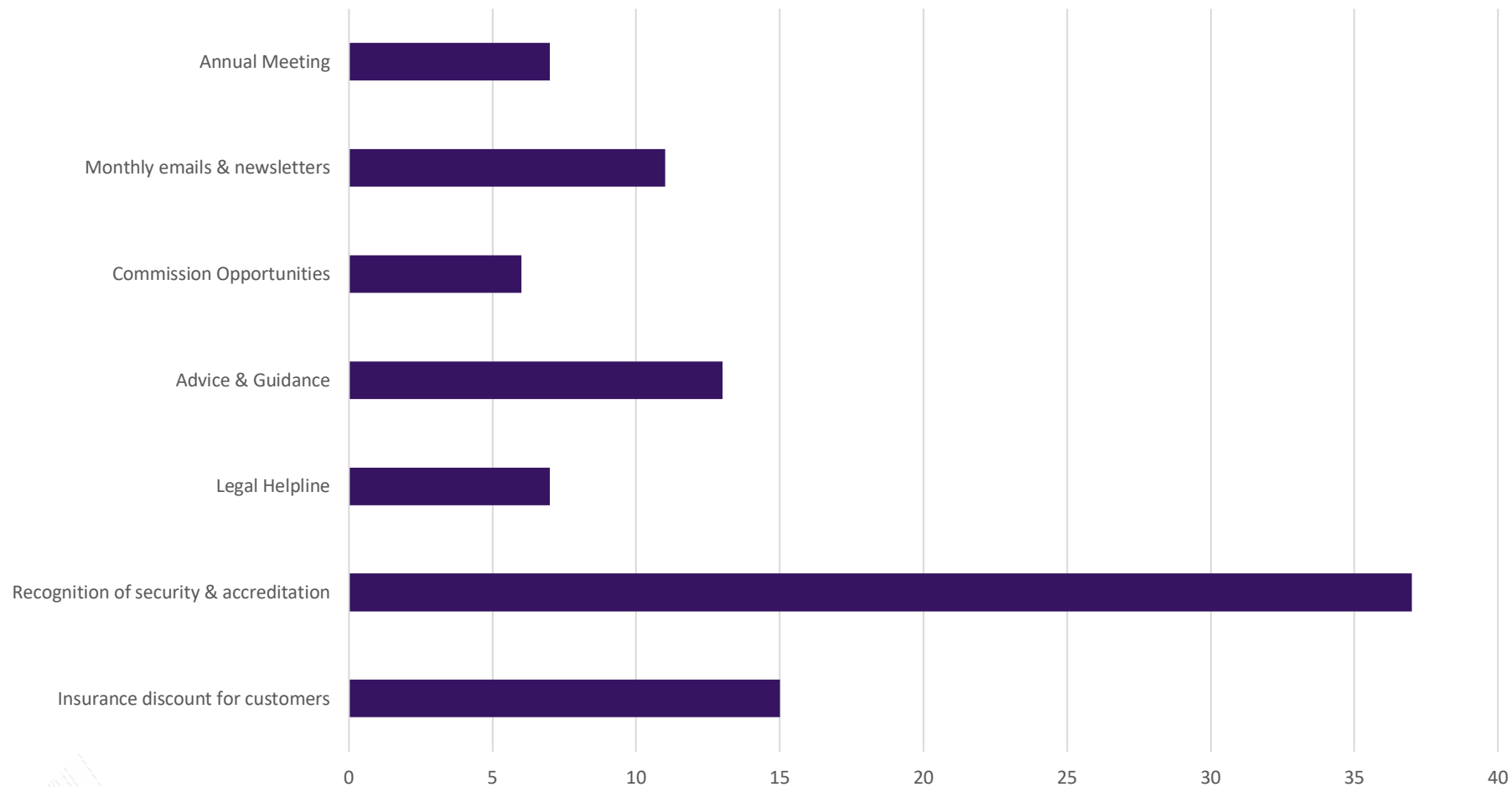


Accreditation



Member Satisfaction

What do you like the most about CaSSOA membership?



Satisfaction Survey

What should CaSSOA stop doing?

- Pushing partner relations which bring little benefit to members
- Fewer adverts from business
- Giving out membership regardless of suitability / security
- Increasing membership costs
- You provide an excellent service, don't stop doing anything!



Member Satisfaction

What should CaSSOA **start** doing?

- Insurance for motorhomes - **Coming 2024**
- More theft reports & Police involvement
- Supplier recommendations – not just from SECOM
- Ensure insurance companies are aware of CaSSOA
- Be tough on sites which don't meet criteria –
Improvement Notices to be introduced
- Random spot checks
- Visits to storage sites
- Online courses – **Fire Risk Course coming 2024**

- Surveys should be covered by annual membership
- Recognise no theft track record
- Reduce prices
- More presence in caravan sales outlets
- More commission opportunities
- Provide video case studies
- Site of site should determine survey fee

It does

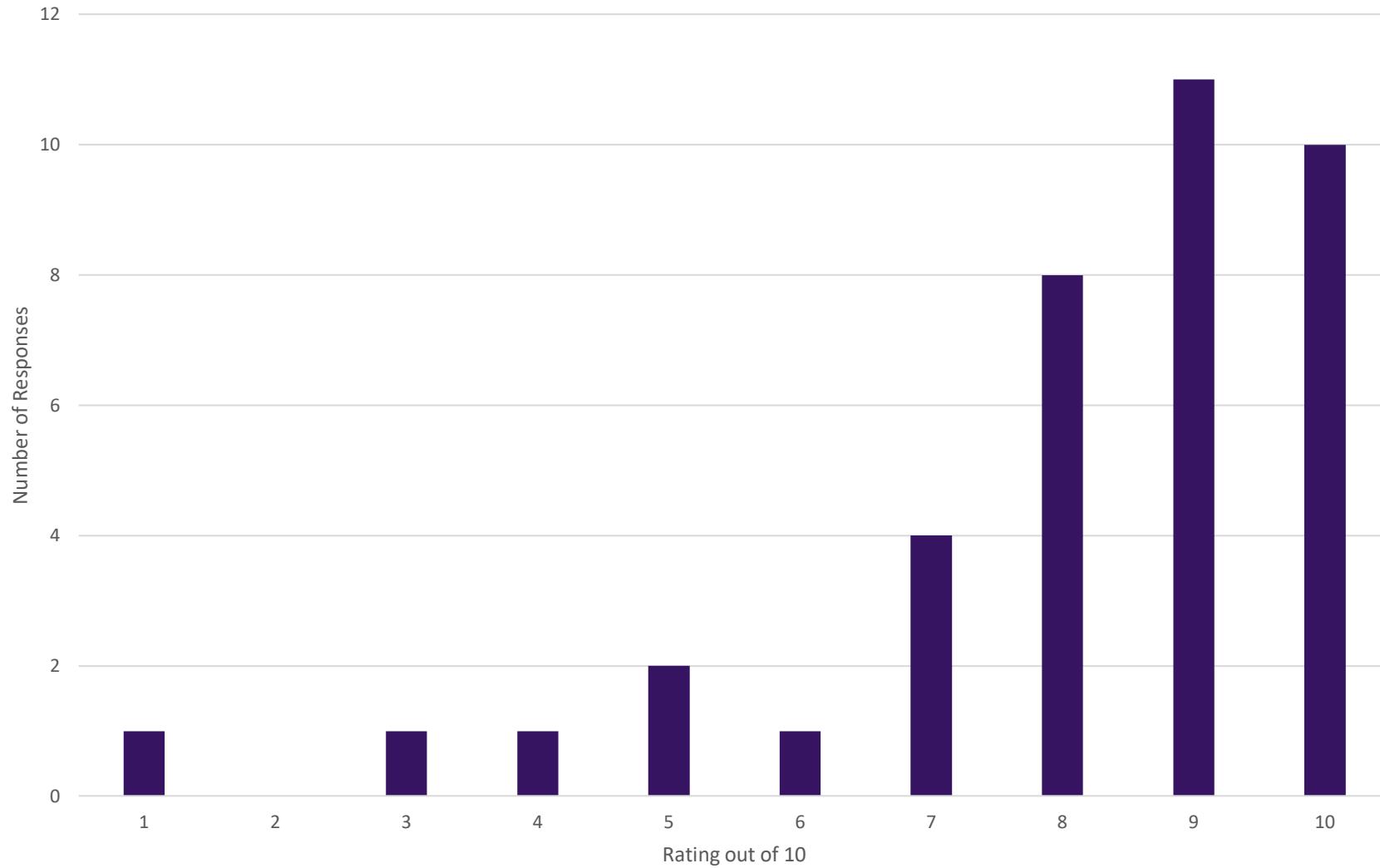
- Transparent accreditation matrix

Updated 2023 – very clear & detailed



Membership Satisfaction

Rate CASSOA out of 10



trade start questions business association
communications industry externally
gradings recognised
response part excellent
gives standard discounts
responsive good vetted
trying assessed
standards value achieve job recognition
recommendedations source
monthly site insurance updates
storage one information
service improve assurance
organisation customers
important



Management Update - Finance

- Business position is satisfactory
- Expenditure stable
- Membership income stable

**Caravan Security Storage Limited
Annual Report and Financial Statements
For the Year ended 31 December 2022**

**Income Statement
For the year ended 31 December 2022**

	Note	2022 £	2021 £
Turnover	4	210,656	164,916
Administrative expenses		(107,257)	(85,633)
Operating profit		103,399	79,283
Interest receivable and similar income		-	-
Profit before taxation		103,399	79,283
Tax on profit	9	(19,646)	(15,064)
Profit for the financial year		83,753	64,219



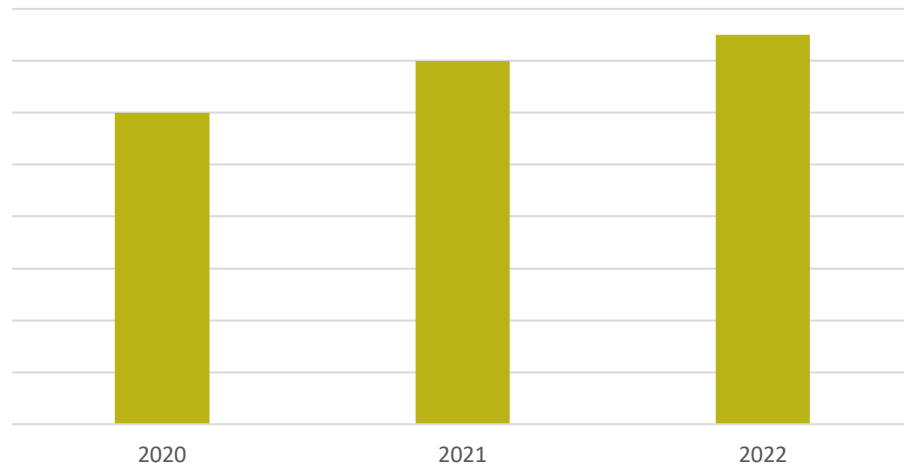
Industry Update

- Leisure Vehicle Industry
- Tim Booth (NAVCIS) – Leisure Vehicle Crime
 - Touring caravan thefts nearing 2022 numbers
 - Majority stolen from storage
 - Motorhome thefts up
 - Owners fail to renew tracker subscriptions



Insure My Caravan Crime Report

Caravan Theft Claims



West Midlands

Highest number of thefts



East Midlands



Biggest reduction in thefts



Wales

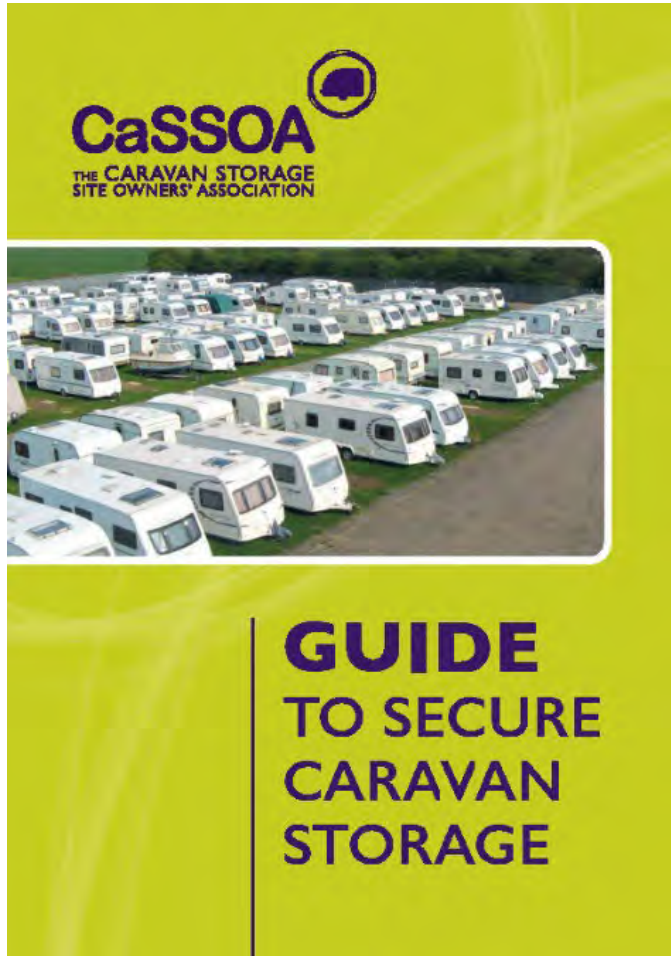
Biggest Increase



Partnerships

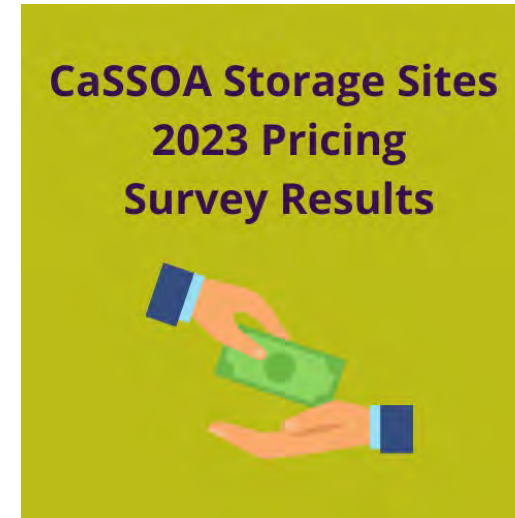
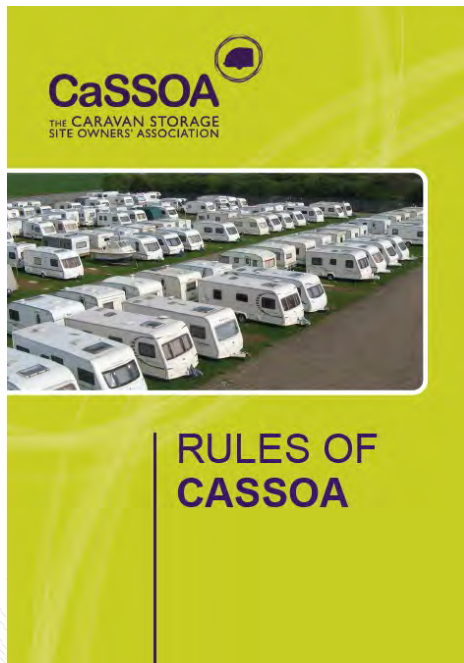


Member Guidance & Information



Member Guidance & Information

- Legal Helpline
- Industry Reporting & Surveys
- CaSSOA Storage Contract
- Rules of CaSSOA
- CRiS Checks



Member Initiatives



Marketing

- Farm Innovation Show
- Farmers Weekly
- Motorhome Depot



Member Signage



Length of Membership Awards

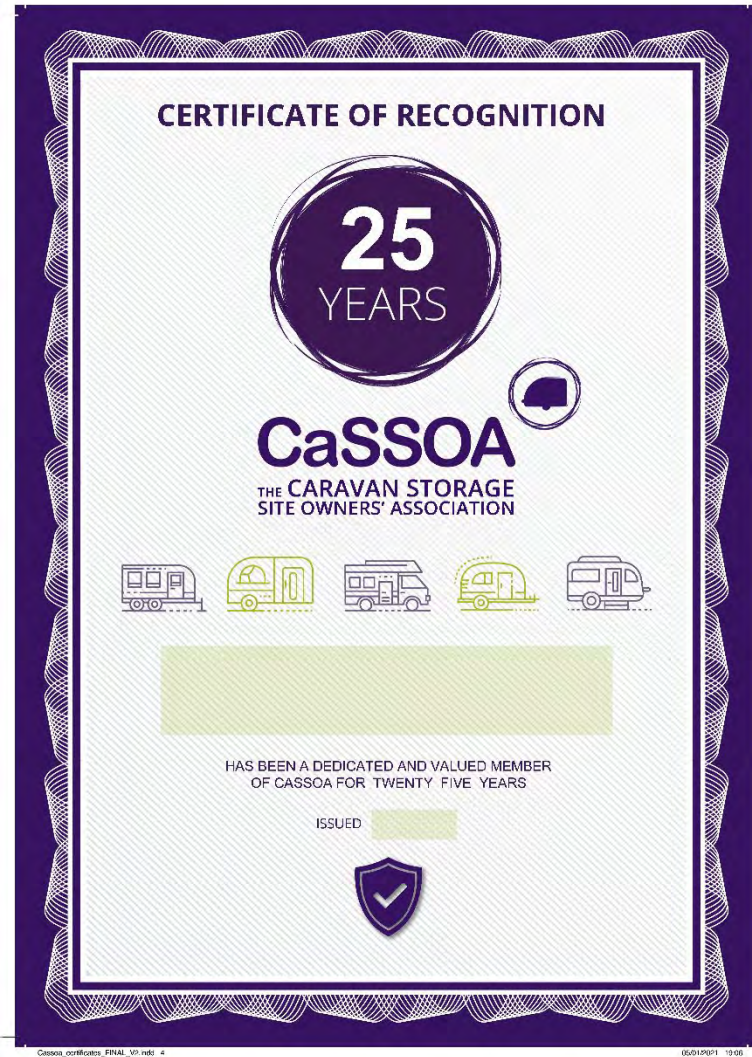
5

10

15

20

25



2024 and beyond

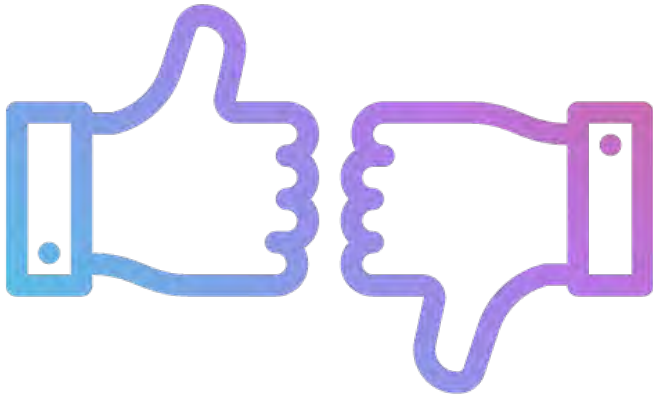
CaSSOA is 25!



- Motorhome
- Site Improvement Notices



Questions or Feedback?



CaSSOA is a trading name of Caravan Security Storage Limited.
Registered in England and Wales under number: 3699697.
Registered office: Market Square House, St James's Street,
Nottingham, NG1 6FG

