

## CaSSOA Annual Meeting 19 November 2024 – Nottingham Belfry Hotel

### Attendees:

CaSSOA	Becci Bailey
CaSSOA	Rebecca Marriott
CaSSOA	Peter Harvey
NCC	Vince Wise
Price Without Fear	Andrew Bailey
SECOM	Ian Barthorpe
DTM Legal	Jim Morris
Wingates Storage	Peter Holden
My Caravan Space	Debbie Stone
Hill Farm Lilley Green	John Long
Eastwick Storage	Amanda Baker
Barnfield Caravan Storage	Andy Waugh
Swindon Caravan Storage	Claire Read
Hogleaze Storage	Richard Ashley
The Spinney Caravan Storage	Andrew & Alison Pickering
Woodbury Caravan & Boat Store	Gill Chamberlain
Ambleside Caravan Storage	Jean Hughes
Ambleside Caravan Storage	Darren Godfrey
Blue Self Storage	Sharon Shillabeer
Border Storage	Keith Rogers
Border Storage	Helen Rogers
Border Storage	Alison Rogers
East Devon Caravan Storage	Simon Stokes
Fenton Caravan Storage	Clive Riley
Gatewick Caravan Storage	Keith Strivens
Gatewick Caravan Storage	Will Strivens
HB Caravans	Dave Harrison
Hill Top Storage	Laura Hayward
Lowdhams	Nyree Hampshire
PCS Mansfield	Janet Sherratt
PCS Mansfield	Frank Sherratt
Pye Green Caravan Storage	David Spencer
Romley Caravan Storage	Roger Arthur
Romley Caravan Storage	James Arthur
Secure Storage (South Yorkshire)	Lee Evans
Secure Storage (South Yorkshire)	Pam Swinard
Peter Biddulph	South Lodge Storage
Maggie Biddulph	South Lodge Storage
Storit	Jon Tuplin
Storror Storage	Robbie Storror
Storror Storage	Heather Storror
Welby Storage	Sue Lapidge
Welby Storage	Graham Lapidge

## **Andrew Bailey – Price Without Fear**

People often say they haven't put their prices up in quite a few years.

I would suggest put your prices up now, and keep doing so regularly.

We have to be confident about our pricing, how we raise our prices to be able to earn what we want for our business.

If we can raise our prices and get more from our customers, then that dramatically impacts, our profit. We don't necessarily need to do anything for that extra money, we raise our price. And we get all of that money.

Lowering prices or not raising prices can have a dramatic impact on your profit. So if for whatever reason you were thinking of lowering your prices, perhaps to grow business or think you might get more sales, drop your price by 10%, you'll cut your profit in half.

But you've still got all those costs and everything else to pay for.

We also have inflation every year, don't we?

So inflation is usually two or three percent.

It's been higher recently, but if we're not putting our prices up or doing something constructive around pricing every year, inflation is going to eat away at our margins. And our costs are going to increase as well.

When you buy a product or a service you come to a judgement:

Is it too expensive?

Is it cheap?

Is it about right?

People invest huge amounts in websites and advertising. But the one thing that will say more about your business than anything else is what you're going to charge people.

And of course, if we've got our pricing at the right level and we're getting the right revenues into our business, that makes us feel better, doesn't it?

We want to get what we deserve from our business, so we need to be thinking about how we can raise our prices, and how we can do that on a regular basis.

What do you think is the main reason people don't raise their prices or think about raising their prices?

Lose customers.

We think they're not going to be happy, we want to have the price increase conversation or we think the competition will undercut us.

If we can be more confident about what we do in our business, how we talk about what we do, how we position that to our customers, we can be much more effective at getting the prices we want and raising our prices with relatively little impact on our customers.

Customers are far less sensitive to price than we ever imagined they are.

If we were all price sensitive, we'd all be buying the cheapest things, we'd all be driving the same sort of car, wearing the same clothes, doing the same sorts of things.

But we don't.

Price isn't always the driving factor in what we what we choose to buy because we all buy lots of different thing for different reasons.

We're also motivated to take action or spend money to avoid something bad happening than we are to get something positive. It's called loss aversion - we don't want bad things to happen.

So we're quite happy to pay money to preserve that happiness and that's why we spend lots of money on things like insurance. Caravan storage is similar – people will pay to protect something they cherish.

The overarching thing about your businesses is that your customers' primary concern is how safe and secure their caravan or motorhome is going to be.

Also, we also know as well that people are less sensitive to prices relative to the overall amount of money they might be spending on something.

Is £1000 too much for storage?

No, because I want to keep such a big investment secure, and people are less sensitive when it's a small bit of expenditure compared to what they're spending overall.

So if you're fearful, they might go somewhere else, chances are probably not. They won't tell you that necessarily, and if you put your prices up, nobody's going to thank you for it. However, they're probably not going to go somewhere else.

What other services could you provide?

What adds value to your offer to your customers that enables you to charge them more money? Different collection times, different opening times, washing facilities, etc?

What can you add into what you do for your customers that allows you to raise your price up and charge people more money? The more value you can offer people, more chances are they're going be more happy to pay a higher price.

There is another scenario where you could give several versions of the products and services you provide - basic level, a mid level and a premium service. The likelihood is that

most will go for the mid level option. However, people like the idea of being a member of something so some will be attracted by a more expensive exclusive option. They get an exclusive location to park their caravan or their or their camper van. Or they can access your site at different times and more times. Can you create something?

That just adds value to people that then it means you can charge them more money.

Another bias that we have when we think about pricing is that if we see some things that are high-priced, we naturally think it's better quality.

The more value we can add to that, the more likelihood people are going to pay more of what we want.

*Out of these two white circles on the board, which one do you think is bigger than the other one? The left or the right left, right?*

*What do you think?*

*They're actually both the same.*

*They just look different because we've surrounded the one on the left by smaller things and the one on the right by bigger things. It impacts our perception. And, if we're talking about the value of your storage facilities and your security, we want to make sure that value is perceived to be really high.*

How do we talk raising your prices, let's say from £700 a year to £800.

We need to talk about the £100 difference - let's not remind them it's going from £700 to £800. Let's just talk about this going up £100.

*Here's an interesting study that was done on bottles of wine.*

*2 bottles of wine were tested in this study.*

*How many people bought the different priced bottles of wine.*

*80% of people bought the cheaper bottle and 20% bought the more expensive bottle.*

*In scenario two, they then put in another bottle. A much higher price bottle.*

*We've now got a cheap bottle, a middle priced one and an expensive bottle.*

*What do you think happened to the sales of those 3 bottles?*

*Someone bought the expensive one because there's always somebody in any market that's going to buy the most expensive. Some people just do. The interesting thing was more people went from the lower price product into the middle one.*

*More people were buying that middle bottle of wine.*

*And a simple reason is the expensive bottle was put in as a decoy product,*

*We don't really want the expensive one. We don't want to be the cheap one. So we'll go for the middle one. Put an expensive one in. People move up. Go for the middle one, make more money.*

Let's put all our prices up by 20%.

How do we convey this price increase?

Insurance companies for example are really good at communicating prices

If you buy our insurance policy, it's only going to cost you about the price of a cup of coffee each day. The price of a cup of coffee doesn't sound much every day. When you break a total amount into a smaller chunk it doesn't sound as expensive.

3 things that we can do that give us more confidence to raise prices.

**People are less sensitive than you think.**

Especially if you're full, you've got a waiting list.

You know you've got scarce resource.

Even more reason why you can be confident that your customers are less sensitive, more likely to pay what you want to pay and raise your prices.

**Understand what's really important to your customers.**

I don't think you sell storage and security.

I think you sell peace of mind.

Think about how you communicate your business, what you do for your customers and the prices you charge them. Because that makes it easier to justify higher prices.

Great references, recommendations from people, accreditations, all of those things make your business more credible, trustworthy and that all translates in your ability to raise your prices.

**Be bold and go for it because it's your business and you know you need to make it work for you.**

**Raise your prices often - Because costs will keep going up relentlessly.**

**Question:** what's your view on even discounts to enable you to have a higher price to like entice people in?

So say you're charging monthly. You have quite a high monthly rate, but you say you get your first two months at a cheaper rate to get them in. Once they're in, you would earn that value back so you can find.

**Answer:** I hate the word discount.

So I'd never use the word discount because the only thing that discount does is get people to think they're getting money off, and they'll keep asking you for it.

You could do an introductory offer is a better way. I know lots of people would say that's just semantics, but believe me, the word discount engenders thoughts of lower value.

So don't devalue your business.

Have an introductory offer first three months at X.

Then it goes up to whatever it might be, and as long as you've got your numbers right and you recover the introductory offer, yeah, why not? If it's good, if it makes that difference, of course you know, the other thing is to monitor what happens.

**Question:** Do you think you could charge more by using an introductory offer?

**Answer:** I guess I would say your customer doesn't know what the price is anyway.

In fact, most people don't know the price of stuff.

When we were looking around for storage, we didn't have a clue about prices.

**Question:** How would you let customers know about a price increase?

**Answer:** I would write to them. Text seems a bit informal. What to include: Give them some notice, because that's just a polite thing to do. And you could give them a month's notice. Not too long, but just give them a bit of notice. Then you need to talk predominantly about two things.

One is about the value that you give your customers in your service and what you do.

So you've been with us for five years?

In that time, we've had zero break insurance or, you know, whatever you know, create that sense of value and worth and why they should stay with you.

Then talk about.

Prices have gone up over that period of time.

You've held your prices as long as you can do, however.

Now is the time that you've got to do it and your price is going to go up by X amount.

And leave it at that.

If you do it the other way round and just talk about cost, you run the risk that when costs begin to come down that they'll say so when you bring down my price then.

Don't do what lots of businesses do which is to say "If you have any issues please give me a call". Because if it's me, I would just give you a call and say, come on because that's what you invite them to do. Don't do that. Two or three lines. End of story.

And if they phone up and say, can we negotiate it, just say - No.

**Question:** We're putting our price up, what should the justification be?

**Answer:** Some might say because we want to make more money.

But, ideally it's got to have some rationale behind it as well as the value.

And what you do for your customers?

So I'd look at inflation will be one because that's what most people think about inflation at 10%. And you say it's going up 10%, they'll think, OK.

If inflation's 2% and you'll want to put yours up by 15%, I'd want to know what the difference is. Other business costs may be a factor - insurance might have gone up, National Insurance, minimum wage, all of those sorts of issues.

You can get a mix of reasons that justify why your fee is going up.

And if you can add into that mix, providing additional services, or additional levels of security. then you can justify an investment in the business.

**Question:** How often should you increase your priced?

**Answer:** I'd say at least once a year, you should have an annual price increase because inflation is going up. Some companies are really good at putting in their terms and conditions that there will be an annual price increase. Sometimes they base it on RPI inflation.

## Vince Wise – Direct of Leisure Vehicle Security at the National Caravan Council

### [Presentation slides](#)

Theft figures 2020 – 2024

#### **Total Theft / Recovery figures-** (2024 Predicted)

<b>2020</b> –	Theft - 515	Recoveries-	268	= 52%
2021 -	548		240	= 43%
<b>2022</b> -	518		178	= 34%
2023 -	563		143	= 25%
<b>2024</b> -	529? (397 to end of Sept)		225 (169 to end of Sept)	= 43%

Few attendees knew enough about VIN CHIP.

#### Caravan & Motorhome marking with VinChip

- Caravan / Motorhome is fitted with a Vin Chip Kit at the factory or may be fitted as an after-market kit.
- Master Window Label x 1
- Gas Locker Label x1
- Multi Window Labels up to 10
- Multi RF ID Chips – Factory fit – embedded in between the walls
- Optional extra – Microdots – x 4000- 0.5mm

Things to consider relating to vin chip, CRiS documents and customer ID.

1. Check they have a stamped number, ALL vehicles do.
2. Window etchings and stamped numbers can be tampered with.
3. Check the chassis plates
4. Check the CRiS documentation – use a UV light and check the CRiS markings
5. Master Window Labels x10, check they are correct ones
6. Microdots, check they have not been tampered with!

All agreed that there is a limit to the number of checks you can do to verify ownership / stolen caravan status. However, there is a moral obligation to do as much as you feel able to.

Potential for CRiS / NCC to work with CaSSOA members and offer incentives for carrying out more checks to identify stolen caravans / motorhomes.

CRiS is the registration scheme for caravans. Running a CRiS check will help to verify the ownership of a caravan, if there is outstanding finance, and if it's registered stolen. However, CRiS numbers can be cloned or altered. Therefore, always scan the QR code on the CRiS registration document. This should take you to the authentic registration details.

VinChip is the technology placed into all new caravans. Police can scan from up to 30meters away to locate this chip and see if the caravan is registered stolen. RFID chips are embedded into the caravan motorhome in the construction stage.

CRiS registration documents have security features built into them.  
There are actually more security features on our registration document than V5.  
You can see markings under UV light and there's a pink square near the top which will disappear if you place your thumb on it.

- Tampering with CRiS number – add extra dots to make an 0 look like an 8.
- Window stickers should have diagonal cuts on them so they disintegrate if someone tries to peel it off.
- Look for spelling mistakes like – informaion rather than information.

A video will be available soon which covers this information in more detail.

### Q&A

1. Will police come to your site and scan the caravans for you?

**No but Vince is happy to meet with some of the bigger sites and police together to do checks if he has the time to do them.**

2. Will the NCC and CaSSOA be working together more to help with crime and build the connection between the two companies?

**Yes. Working with Becci to get local officers into CaSSOA sites.**

3. What do you want us to do as a storage owner?

**Civil Law is clear – you cannot obtain good title to someone else's property so you carry on as normal, if you are happy to let them come onto the site do so and then call the police and Vince.**

## **Ian Barthorpe – SECOM Security**

SECOM Plc is a leading provider of comprehensive security solutions, dedicated to delivering high-quality services across various sectors. We specialise in a wide range of services, including intrusion alarms, CCTV systems, access control, and monitoring services.

Our mission is to enhance safety and security for our clients by offering tailored solutions that meet their specific needs. We pride ourselves on our commitment to innovation and excellence, ensuring that our clients receive the highest level of service and support.

SECOM have been providing CaSSOA with accreditation surveys and security advice for just over 3 years now.

Our team of National Security Experts is fully trained in all aspects of CaSSOA standards, a requirement for attending an average of over 100 sites per year for full accreditations as well as advice and pre-accreditations.

As many of you know, the SECOM Plc Survey Team arranges site visits at your convenience to review and assess facilities against the CaSSOA-required benchmarks. We're not the 'CaSSOA Police,' but we do report what we see, ensuring that standards are upheld and offering support if any issues arise. CaSSOA doesn't employ us to enforce accreditation levels; our role is strictly to review and provide feedback on what is in place.

For CaSSOA members and their clients, we offer a range of security products and services at discounted rates, including:

- Smart intruder alarms
- Access control
- Automated and manual gates
- CCTV
- Fencing
- Monitoring

Contact details: Ian Barthorpe, 07739594505 / [ibarthorpe@secom.plc.uk](mailto:ibarthorpe@secom.plc.uk)

We offer free advice to all CaSSOA Members.

If you require further on-site information, we'll gladly arrange a visit. While security consultants typically charge a minimum of £500 for a 'security review,' we offer this service free of charge to all CaSSOA members. However, a 'pre-accreditation visit' is chargeable if you choose to handle it independently or use your own supplier.

**Jim Morris, DTL Legal**

[Presentation available here](#)

Two topics: arrears and abandonment.

You'll understand what you can do to recover your money when you're not getting paid. I lead a team of lawyers in Liverpool and Chester where a smallish sort of firm about 75 of us.

You need to have a robust contract, which includes terms and conditions. These need to be signed by the registered keeper and kept in a safe place. They can be accepted by email also. Receipt of the email is enough to confirm that the terms have been accepted.

If you create a contract with the wrong person then you've got no recourse against them at a later date.

Terms and conditions can't be vague. If they're vague, they're not enforceable.

The other thing you want to make sure that you've got in those terms is to provide for this lien, so that if you've got arrears and you can exercise a lien, which is essentially where you can hold on to that property.

Occasionally you may need to terminate the contract with an owner who's a complete pest. Not everybody is going to be wonderful, and some of them will be awkward, so you want to make sure your terms give you the right to tell them to jog on.

You also need to have a specific term that basically says the address that they give you is what we lawyers call a nominated address for service and that means that if you need to write to them and need to put them on notice of an event, for example arrears, and if they're not paying, we're going to exercise the lien.

Even if they move from that address, and haven't told you, you still contact them on that address. The courts will describe as good service and you've done all you need to do. The obligation is on them to update you as opposed you having to chase them and send pigeons and everything like that to try and find them,

Payment terms they should be in your T&Cs. For example, 30 days. You may want to add something in about adding interest if payment is late.

A lien essentially gives you the right to keep possession of the vehicle and retain possession of it until such time as the debt that they owe you is paid. You can also recover monies spent on maintain the vehicle whilst it's in your possession.

You have to give notice of the Lien that you are about to exercise, you send a letter to the owner and detail how much the arrears are and that you're going to keep possession of the vehicle until the arrears are paid.

*Letter template available in the presentation slides.*

What can you do if a vehicle is abandoned?

Write to them again, which leads back to this point about having a proper service address. And you tell them in writing that you are going to sell their vehicle and you give them three months notice before you can sell it. Do not give them less notice than that. Do not sell it before that three month period expires. If you do that, you're in wrong.

It's a very careful process that you should go through and the steps are clear.

*Draft tort notice in presentation slides.*

What you can't do is sell their caravan and have all the money. You can only take up to the value of the arrears owing.

### **Q&A**

1. One member said he sold 3 caravans due to late payments, had he done wrong doing this?

**Jim said no you just have to make sure you use correct procedure, which will be sent out to all members.**

2. Is there any variation between Scots Law and English Law?

**Jim said he was unable to comment as he is an English Lawyer but asked member to email him and he will find out and let her know**

3. Regarding Contracts, is it ok to email contracts?

**Yes you can accept a contract by conduct, i.e. if they do as you advise that are agreeing to a contract.**

4. What about Late payments?

**Use the TORTS but give sufficient time and evidence EVERYTHING in writing. Include it in your terms and conditions.**

5. Should you have written down exactly what caravan/motorhome they are storing?

**Yes this needs to be written down on the contract**

## Becci Bailey – CaSSOA Update

[Presentation available here](#)

### Mission & Values

- 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

Increasing year on year.

Non renewal reasons – site closure, retirement, change of business focus

Year	Number of Members
2018	452
2019	460
2020	468
2021	463
2022	468
2023	472
2024	488

Year	New Members
2020	16
2021	11
2022	31
2023	22
2024	16

- Pre accreditation surveys very successful, allowing new members to enter the pipeline at an earlier stage, at a lower price point, getting full support in development from SECOM.
- Total plots – 95,336
- Average site size – 196 plots

### Type of business

- Attached to campsites 47 / 9%
- Attached to industrial business 66 / 13%
- Small / large industrial compounds 96 / 20%
- Farm diversification 120 / 25%
- Dedicated rural compound 144 / 30%
- Attached to dealership 15 / 3%

#### Award split

- Platinum 62 / 13%
- Gold 338 / 69%
- Silver 83 / 17%
- Ungraded 6 / 1%

#### Survey Upgrades / Downgrades

Of surveys 80 surveys 14 upgraded (18%), and 5 downgraded (6%). 77% maintained.

Silver – gold = 9%

Gold – platinum = 5%

Gold – silver = 6%

#### Sites get enhanced support from SECOM

- Locations

Majority of sites in Yorkshire (biggest county).

Lack of sites in the home counties – Hampshire, Berkshire, Buckinghamshire. Possibly due to land prices. Plans for 2025 will be to actively target non registered sites in these areas.

- **Price increase** – 5% in line with inflation

Annual membership fees were last reviewed in 2023. Due to increased overheads the we have had to take the difficult decision to make a small increase from 2025.

Making this increase will enable us to continue to provide the existing service and membership benefits whilst striving to continuously improve and meet member expectations.

Across the 3 tiers of membership (which is based on site size), the average increase equates to just over 20p per day.

Site Size	2024	2025	£increase
0-50	£209.00	£219.00	£10.00
51-199	£360.00	£378.00	£18.00
200+	£530.00	£556.00	£26.00

SECOM have also increased their survey fees by 5%, so we have had to in turn increase the price of surveys to reflect this. As surveys are every 3 years, the £ increase averages as £5.60 a year.

Capacity	2024	2025	£ increase
0-50	£294.00	£308.70	£14.70
51-150	£306.00	£321.30	£15.30
151-300	£318.00	£333.90	£15.90
300-500	£336.00	£352.80	£16.80
500+	£354.00	£371.70	£17.70

## **Membership Satisfaction Survey – 37 responses (8%)**

- What do you like the most?

Most - Recognition of security & accreditation

Least – Annual meeting and commission earning opportunities

- Will you renew?

92% yes

- What should CaSSOA START doing?

Only 32% of respondents answered. Main point was marketing to consumers to increase brand awareness.

Other issues included:

- annual site visits – we've not managed to visit as many sites as we would have wanted to but will improve on this in 2025.
- more emphasis on onsite presence – this is taken into consideration. However, a human onsite is not ever 100% guaranteed
- simplify accreditation matrix – worked with committee and SECOM to make this as transparent as possible. Points are clearly indicated against security elements.
- industry data – annual survey is carried out – will endeavour to collaborate with NCC to provide more comprehensive data.
- encourage higher fees – hopefully Andrew Bailey has helped to encourage this. Annual survey includes pricing which can help to communicate what others are charging.

Mindful that perhaps only 1 respondent highlighted these issues.

- What should CaSSOA STOP doing?

Only 27% of respondents answered. Main thing for us to stop doing were commission earning opportunities.

Commission earning opportunities – 5 people said this.

Other issues included:

- Membership fee increases. We have kept this to a minimum.
- Annual meeting location not central (Nottingham is in the Midlands and location is minutes from the M1 motorway. In person meeting may not go ahead due to low attendance numbers).
- Substandard sites – more regular site visits should help to highlight issues where they occur. Improvement notices can be issued.

Would you recommend CaSSOA?

86% yes – because of the value of accreditation, customer assurance, and member benefits.

No – lack of benefits and money making scheme. Our aim is to balance profitability as a business whilst giving back maximum benefits to members.

- What is the main issue you face?

Business Rates	17	53%
Cost of Living / Inflation	11	34%
Lack of space	2	6%
Customer issues	6	19%
Planning	4	12%
Future proofing	2	6%

What can CaSSOA do? – work with partners to provide business rates support, collaborate with suppliers to provide preferential rates.

## FINANCIALS

- Slight reduction in turnover is an accounts timing issue only.
- Increased expenses due to group recharges and actual expenses have remained relatively flat

## Income Statement

For the year ended 31 December 2023

	Note	2023 £	2022 £
Turnover	4	192,033	210,656
Administrative expenses		(154,576)	(107,257)
<b>Operating profit</b>		<b>37,457</b>	<b>103,399</b>
Interest receivable and similar income		3,048	-
<b>Profit before taxation</b>		<b>40,505</b>	<b>103,399</b>
Tax on profit	9	(9,527)	(19,646)
<b>Profit for the financial year</b>		<b>30,978</b>	<b>83,753</b>

## Crime / Industry Update

Since 2017 there has been a decline in caravan and motorhome sales. In part, due to the uncertainty over Brexit.

Since covid, this decline has continued, particularly with caravan sales. 2023 marked the moment when motorhome sales surpassed caravan sales.

However, this decline does not appear to have affected leisure storage facilities, with members reporting full to capacity and waiting lists.

## UK Touring Caravan Sales

2022-2023 12,838

2023-2024 11,215

## UK Motorhome Sales

2022-23 5535

2023-24 7644

Whilst sales may be in decline, storage remains in demand with most members citing full to capacity.

**Caravan thefts remain at a level of around 600 / year - an insured value in excess of £15million!**

Offenders will target a storage area - they may visit as prospective customers / they may use a 'trojan horse' approach to gain knowledge of the site, they may over fly with a drone, they regularly use mapping providers to look at routes where they can 'extract' the caravan from storage away from the main entrance.

On site they will record a live video of the caravan being offered for sale - subject to it being stolen! Once an order is placed then offenders will return and steal the caravan (often a number of caravans are taken at the same time).

Offenders will contact their 'supply chain' providers with the VIN details of the caravan. They will then source new labels and documents for a similar caravan which they check has no reports against it - theft / finance / insurance write off. They will also obtain the various replacement accessories needed - locks etc!

These caravans have been known to be 'turned around' and back in circulation for sale / delivery, within a week.

**Industry Challenges**

- Insurance companies – rating on postcode / theft history – always direct to CaSSOA approved providers
- Glass's Guide – NCC looking at replacement
- Lithium batteries / Electric vehicles / Solar panels – will be providing members with set of questions to ask to ensure due diligence

**SECOM surveys**

- Surveys completed 2024 to date: 80 full / 10 pre-accreditation.
- KPIs – all on target.
  - Contact within 3 business days – average 2
  - Survey within 28 days - average 8
  - Report within 10 business days – average 4

**Survey:**

- Speed and process – 100% very satisfied
- Communication – 100% very satisfied
- On time? 100% yes
- Advice provided – 99% very satisfied
  - Advice not given – not required
  - Box ticking exercise, didn't take into account track record
- Professionalism – 99% very satisfied

## MEMBER BENEFITS

- Certificate & Use of Trademark
- Security Alerts
- Legal Helpline
- CriS Checks
- Signage
- Length of membership awards
- Industry Reports
- Member Forum
- Police Partnerships & NCC
- Newsletter & E-News
- Community Watch
- Supplier Discounts
- Legal, Planning & Business Rates Advice
- Security Guidance
- CaSSOA Storage Contract
- Commission Earning Opportunities
- Insurance discounts for your customers

CaSSOA Community Watch has been set up for CaSSOA members to help prevent crime and share information in their local areas.

By signing up to the group nearest to you, you can receive and share security alerts, communicate directly with other CaSSOA members and ask for advice. Details of Community leaders is available on the CaSSOA website.

- Sharon Shillabeer – Blue Self Storage – Cardiff
- Laura Hayward – Hilltop Caravan Storage – East Yorkshire
- Andrew & Alison Pickering – The Spinney Caravan Storage – Staffordshire
- Keith Rogers – Border Caravan Storage - Cambridgeshire
- Nigel Emmence – Additional Self Storage – West Sussex

### • Committee Meetings

The Committee meets on a quarterly basis to make sure that CaSSOA continues to develop and adapt to ensure our members and their clients get full value. I provide them with updates and get their approval for any new initiatives. Names of the committee are available on the CaSSOA website and members can contact them with any questions or concerns.

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

## Online Workshops?

We are considering replacing the legal helpline with online workshops / training to cover things like legal, HR, health and safety, management, etc.

Majority of those who responded would be interested in this.

## PARTNERSHIPS / COMMISSION EARNING / OFFERS

- InsureMyCaravan (CaSSOA Club caravan insurance)  
Commission = 20% new business / 10% renewal  
Members have collectively eared almost £12k in 2024.
- Shield Total Insurance (motorhome)  
Commission = £40 new business / £15 renewal
- Appeal Business Rates  
Business rate appeal service. Members get preferential rate..
- HabCheck  
Commission £26 per habitation check
- Motorhome Depot – motorhome sale broker. £100 per member sale
- Your Business Angels – free 30 minute Google adwords consultation
- MotoringParts.com – 15% discount on security and covers from website
- Lifesafe Technologies – portable fire extinguishers 10% member discount
- Compass Public Liability Insurance – bespoke PL insurance
- Wavetrain lithium battery fire training – no longer available due to lack of demand.

## Q&A

1. Any feedback on Business Rates Appeals? Anyone having trouble?

**BB has had no feedback from members, but this would be good to have and BB will see if this can be obtained.**

2. One member had inspection done from SECOM, member felt his site was better than the BS Standards which are being approved for Platinum accreditations?

**BB explained we need a watertight accreditation matrix in case we are ever investigated by insurance companies for complaints.**

3. One member said they didn't know about BS Standards and when did these come into play?

**BB explained this is something that came in 2 years ago and is only applicable to those sites wishing to attain platinum accreditation.**

4. Are caravan storage sites classed as a business asset for inheritance tax purposes? It was mentioned in a meeting 10 years ago....

**BB did not know but will find out.**

5. What do other members do for Vermin Control?

**Members answered, majority said they do as much as they can and it is in the terms and conditions that it is up to the customer to manage it as best they can themselves.**

**A few mentioned cats help!!**

