

# **Your tourism business**

## **a guide to setting up a camping or caravan site in Kirklees**

*July 2014. This information is meant as a starting point only. Whilst all reasonable efforts have been made, Kirklees Council cannot guarantee that the information is accurate and up-to-date and will not be responsible for any errors or omissions. Professional advice should be sought where appropriate.*

## **Is it for me?**

Be honest. Do you have the finances, determination and personality to run a caravan/campsite business? Use the questions in this section to help you make your decision.

## **The tourist industry**

Use this section to research tourism in your area and start to develop a business plan.

## **It's the law**

The main legalities and who you need to contact to discuss your business ideas in more detail.

## **Promotion**

There are lots of ways you can promote and develop your business. Use the tips and advice in this section to increase your customer base and promote your business as widely as possible.

## Is it for me?

Camping and caravanning is enjoying a boost in both popularity and profile.

The credit crunch, which gripped the UK in 2008/9, had a marked impact on consumer holiday intentions, including a significant increase in the camping and caravanning holidays taken in the UK:

- According to Visit Britain's UK Tourist Survey from April 2009, the number of tourists going on camping and caravanning trips, rose by 27% between 2008 and 2009.
- The Camping and Caravan Club has reported an annual average increase in occupancy of 8% since 2008.
- The national UKTS survey 2010 indicated that camping and caravanning accounted for 71 million nights in England – a growth of 5 million nights since 2008, and 18% of the accommodation market share.
- Retailer Halfords reported record sales of camping equipment in June 2009, which attributed to British holidaymakers trying to save cash on their next break.

We expect this trend to continue into the foreseeable future:

- the industry now has a modern image
- it is a budget option (although it can also be a luxury one)
- it is a low-impact 'green' activity
- it aids family togetherness
- it offers an experience in its own right as well as a gateway to the countryside and adventure

Provided you have the land, setting up a small-scale campsite is generally quite easy and there is relatively little legislation to be dealt with. However such small sites will only provide a small income. Running larger scale operations in the right location can generate a steady income; however there are more legislative and planning issues to consider.

This pack will help you to:

- make decisions
- locate the most appropriate sites
- apply for Planning with the relevant information

Running a caravan/campsite is a great way to enter the tourist industry, but you must be confident that it is the job for you.

### Who are my potential customers?

Customers include domestic and international tourists, such as families, couples and groups of friends. Other groups that use campsites include walkers and ramblers, schools and colleges and activity tours. Rally groups and tourers, such as motorbike enthusiasts and parties of cyclists also use campsites during their trips.

- Scout and Guide groups and the boys Brigade often use campsites for trips and expeditions away from their own area.

[www.scouts.org.uk](http://www.scouts.org.uk)

[www.girlguiding.org.uk](http://www.girlguiding.org.uk)

[www.boys-brigade.org.uk](http://www.boys-brigade.org.uk)

- The Camping and Caravanning Club, which is the world’s largest club for campers, has over 400,000 members, representing potential customers for a UK campsite.  
[www.campingandcaravanningclub.co.uk](http://www.campingandcaravanningclub.co.uk)
- “Glamping” is a growing trend in the camping sector and describes a more glamorous form of camping, where traditional tents are replaced with luxurious yurts, bell tents or tepees. These tents are pre-erected and contain conveniences such as toilets and showers, heating, a bed and carpets. For a directory of yurt campsites go to [www.ukcampsite.co.uk/articles/view.asp?id=257](http://www.ukcampsite.co.uk/articles/view.asp?id=257). Go Glamping (<http://goglamping.net>) is an online directory of luxury camping providers.

### What do customers expect?

Customer expectations will vary but typically they’ll be looking for:

- A place to holiday in relative privacy, where they can come and go as they please
- A place to stay that offers an outdoor experience in beautiful surroundings
- Somewhere that offers a quality experience and value for money

### Am I in the right location; what facilities should I offer?

Ideally a caravan/campsite needs a flat, well drained field, appropriate screening and protection from prevailing winds. It should also have good drainage and adequate space for car parking and facilities. The Camping and Caravanning Club ([www.campingandcaravanningclub.co.uk](http://www.campingandcaravanningclub.co.uk)), which is a members’ association for campers, recommends campsites have at least half an acre of level and well-maintained land with safe access for cars.

The ‘offer’ that you provide will need to be appropriate for your target market. Your licence will dictate the minimum facilities required and that will differ between each site. Consider:

#### Water and waste

Typically, clean drinking water, toilets, waste disposal facilities and washing/washing up facilities must be provided. If the site is used only part of the year, portable toilets can be provided for customers. The method of waste disposal will need to be determined with the local authority and the local water authority. The Environment Agency (EA) has guidance for businesses on their responsibilities relating to waste disposal. Go to [www.netregs.gov.uk/netregs/businesses/62681.aspx](http://www.netregs.gov.uk/netregs/businesses/62681.aspx) for more information.

#### Electric hook-ups

Many campsites also supply electric hook-ups, which are placed across the site. Electrical installation must be carried out by a suitably qualified contractor, such as those approved by the National Inspection Council for Electrical Installation Contracting (NICEIC).

#### Site access

Safe access to and within the site will be needed, particularly for caravans. Fencing and a gated entrance will provide security for campers and their vehicles. If you have outbuildings you could also consider providing a bunkhouse or accommodation for groups.

### Site Shop

A small shop could sell basic locally-sourced groceries (bread, milk coffee), as well as equipment such as batteries, disposable barbecues and gas. Try to buy locally and support local business as far as possible; your customers will appreciate this.

Cash and carry stores like Makro and Costco offer discounted food supplies and products on a bulk buying basis. Go to [www.makro.co.uk](http://www.makro.co.uk) and [www.costco.co.uk](http://www.costco.co.uk) for membership information.

### Games room

These can be useful for families and may contain board games, table tennis, snooker, television etc.

### Is it for me?

If you have doubts about any of these questions, you may find running a caravan/campsite business difficult:

- Are you self motivated?
- Do you have the time to manage and promote the business on an ongoing basis?
- Will you and your family be comfortable with strangers near your home/on your land?
- It is against the law to discriminate so how will you cater for people with a disability, or how would you feel if two men or two women wanted to stay on your site?

### First hand knowledge

Why not contact a caravan/campsite in a neighbouring area? They know the tourism industry first-hand and can give you a run-down of the highs and lows of running this type of business.

### Is there a market for it?

It is important that you look at the existing accommodation businesses and tourism trends in the local area:

- Is your property in an area that is likely to attract your target market?
- What competition will you face locally, and across the district?
- Are there gaps in the market that you can fill to make your business stand out? Catering for people with a disability is one example.

### To help you research the market:

- Gather brochures and information from other operators
- Contact your tourist information centre and / or local tourism officer

### Skills

You don't need any formal qualifications but you'll find book-keeping, marketing and IT skills useful. Here are some of the many training opportunities available:

- The NVQ Level 2 Operational Services for Park Staff is aimed at staff working in caravan parks and sites and covers the practical elements of running a caravan site, but also has elements that would be suited to the everyday running of a campsite. It is run by Caravan Industry Training: <http://www.cito.org.uk/>

- Welcome to Excellence provides training or the tourism sector in customer care and marketing. <http://www.welcometoexcellence.co.uk/>
- Learndirect Business provides a range of e-courses covering customer service <http://www2.learndirect-business.com/customer-service/>
- The Institute of Leadership and management (ILM) provides a Level 3 Certificate in Starting Your Enterprise, which covers finance, market research, legislation and regulations, and preparing a business plan. The course is delivered at centres around the UK.
- E-learning courses on keeping accurate business records, tax and insurance, are available on the HM Revenue and Customs (HMRC) website. <http://www.hmrc.gov.uk/startingup/help-support.htm>

### Business planning

Use the Government's free online resource for new and existing businesses for guidance on regulations, to access online tools, calculators and best practise case studies. You'll find tutorials to help you to set up your new business, including writing a business plan.

[www.gov.uk/business](http://www.gov.uk/business)

### Funding

Funding is rare but you can check availability on the following websites

<http://www.open4funding.info/kirklees/>

[www.finance-yorkshire.com/](http://www.finance-yorkshire.com/)

[www.mycci.co.uk/](http://www.mycci.co.uk/)

### Your decision

If you are still interested in setting up a caravan/campsite, read the rest of this guide to find out more, and then contact Jess to discuss your plans in more detail.

Jess Newbould, Senior Project Officer - Tourism

T: 01484 221686

E: [jess.newbould@kirklees.gov.uk](mailto:jess.newbould@kirklees.gov.uk)

# The tourist industry

Use this section to research tourism in your area as you start to develop a business plan.

## 1. An overview of tourism in Kirklees

Tourist trips to Kirklees are estimated at 8 million annually, accounting for approximately £131 million expenditure, and supporting 6% of jobs.

### The destination

In the heart of the Yorkshire Pennines, Kirklees has excellent transport links to Manchester, Leeds, York and Sheffield, and occupies a central location in the UK.

Tourists in Kirklees can be divided into four main types: day, business, group and leisure visitors. Whilst 'Kirklees' is not a visitor destination, the different locations and products within the district attract different tourism market segments:

- Business visits are concentrated along our northern M62 corridor and in Huddersfield
- Overnight leisure breaks in the Holme, Colne and Dearne Valleys
- Group travel predominately in the North and Holmfirth
- Day visits across the district at individual attractions, events and market towns

We do not use the name 'Kirklees' to promote the area to tourists.

### Our leisure visitors

We attract mainly **couples and families** (28% with children aged between 0 and 15). The majority are from the UK (domestic visitors), predominantly Yorkshire, the North West and the East Midlands. Visitor numbers tend to be highest in the summer and lowest during winter – this is especially true of Holmfirth.

We have a **strong, stable** and incredibly **loyal** market - 68% are repeat visitors, and 98% of visitors are likely to recommend the area to others. It's vital that you capitalise on this trend – encourage your visitors to come back again; encourage them to recommend the destination to their friends and family.

Kirklees is predominantly a **day visitor destination**. However, we still attract a significant number of overnight visitors, and they spend considerably more in the area. Day visitors spend an average £17 per person per trip. Overnight visitors spend an average £66.66 per day; £143 per trip.

The most **popular activities** are strolling/enjoying the ambience, walking (maximum 2 hours), attending a festival or event, visiting an attraction, friends or relatives, and eating and drinking out after 5pm. As **part of the visit**, 45% shop for local/handmade gifts, and 75% eat/drink out at some point throughout the day. Great quality service and food are important to our visitors

The destination is seen as 'quirky', and visitors love to experience the **local and unique aspects** of the area.

## 2. Organisations

There are a number of tourist organisations that you will deal with. Each of them can provide help and advice as you develop your business plan.

### Local organisations

**Kirklees Council** promotes the area to leisure, group and business tourists. We produce and distribute marketing literature under the brand 'VisitHuddersfield', and work closely with tourism businesses in the area, representing them at regional and national meetings.

Investment and Regeneration Service, Kirklees Council, Civic Centre 3, Huddersfield, HD1 2TG

T: 01484 221686

E: [tourism@kirklees.gov.uk](mailto:tourism@kirklees.gov.uk)

[www.visithuddersfield.com](http://www.visithuddersfield.com)

**Holmfirth Tourist Information Centre (TIC)** provides a frontline service to visitors. They provide first-hand information on the area, take theatre and concert bookings, book accommodation and sell souvenirs.

49 – 51 Huddersfield Road, Holmfirth, HD9 3JP

T: 01484 222444

E: [holmfirth.tic@kirklees.gov.uk](mailto:holmfirth.tic@kirklees.gov.uk)

Visitor information is also available at :

#### **Huddersfield Library and Information Centre**

Princes Alexandra Walk, Huddersfield, HD1 2SU

T: 01484 223200

E: [huddersfield.information@kirklees.gov.uk](mailto:huddersfield.information@kirklees.gov.uk)

#### **Marsden Library and Information Centre**

Marsden Mechanics Hall, Peel Street, Marsden, HD7 6BW

T: 01484 222555

E: [marsden.visitorinformation@kirklees.gov.uk](mailto:marsden.visitorinformation@kirklees.gov.uk)

#### **Dewsbury Information Centre**

Dewsbury Retail Park, Railway Street, Dewsbury, WF12 8EQ

T: 01924 325080

E: [dewsbury.lic@kirklees.gov.uk](mailto:dewsbury.lic@kirklees.gov.uk)

### Regional organisations

**Welcome to Yorkshire (WtY)** is responsible for marketing the Yorkshire and Humber region as a visitor destination. They operate a partnership scheme, at an annual cost starting from £225 + VAT. Benefits include priority inclusion in PR, enhanced entry on Yorkshire.com, access to a legal helpline, advertising discounts and a merchant card scheme.



T: 0113 322 3500, 07527 732 700

E: [lkirk@yorkshire.com](mailto:lkirk@yorkshire.com)

[www.welcometoyorkshire.net](http://www.welcometoyorkshire.net)

**Visit Peak District and Derbyshire (VisitPeak)** is responsible for marketing the Peak District and Derbyshire as a visitor destination. They operate a membership scheme, at an annual cost of £75+ VAT. Benefits include advertising discounts, networking opportunities, free marketing resources and supplier discounts.

T: 01246 212924

E: [info@visitpeakdistrict.com](mailto:info@visitpeakdistrict.com)

[www.visitpeakdistrict.com/industry](http://www.visitpeakdistrict.com/industry)

## National organisations

**Department of Culture, Media and Sport (DCMS)** is responsible for supporting the British tourist industry. They work in partnership with Visit Britain and Visit England to improve the UK's reputation as a visitor destination, and in partnership with the tourism industry and Tourism Alliance to grow the tourism industry. [www.culture.gov.uk](http://www.culture.gov.uk)

**VisitBritain** markets Britain to overseas visitors. [www.visitbritain.org](http://www.visitbritain.org)

**Visit England** is the national tourism board for England, responsible for marketing England to domestic and established overseas markets and for improving England's tourism product. It works in partnership with VisitBritain, the Regional Development/Marketing Agencies, local authorities, and the private sector, creating a national tourism strategy, optimising marketing investment, and developing the visitor experience across England. [www.visitengland.org](http://www.visitengland.org)

## It's the law

It's important that you understand the legal obligations of offering a caravan/campsite. You are strongly advised to conduct your own research but this fact sheet outlines the basic legalities and explains who to contact for professional advice.

The information is meant as a starting point only. Whilst all reasonable efforts have been made, Kirklees Council cannot guarantee that the information is accurate and up-to-date and will not be responsible for any errors or omissions.

### 1. Premises

#### Temporary sites

If the land is to be used for a limited time period, and the activity will have minimal impact upon the area, it is possible planning permission and licences would not be required. Scenarios are:

- tent pitches for no more than 28 days of camping within the year
- a single caravan on a piece of land for no more than two nights, up to 28 days a year
- no more than three caravans on a piece of land over 5 acres for no more than 28 days
- if the site is occupied and supervised by an exempted organisation such as the Camping and Caravanning Club. A list of exempt organisations for camp and caravan sites is available on The Natural England website at <http://www.naturalengland.org.uk/ourwork/regulation/campingandcaravan/default.aspx>

**However, regardless of whether or not you meet the above criteria you are advised to check whether you need a Camping Site Licence/Planning Permission.**

#### Exempted, 'Certified' Sites

If your land is approved by an exempted organisation, such as The Camping and Caravan Club, it is possible planning permission and licences would not be required.

The Caravan and Camping Club hold exemptions from Natural England which allows them to certify small caravan and campsites for use by club members. Once certified you would be able to:

- Accommodate up to 5 caravans or motorhomes, and 10 tents at any one time.
- Be open all year round if you wish, or you can specify your opening months.
- Keep all of the site fees.

Certification can be for full sites (caravans, motorhomes and tents), Caravan Only sites (no tents) and also Tent only sites (no caravans or motorhomes – also suitable for sites where access is particularly poor).

However, whether the member is camping in a tent, caravan, motor caravan or trailer tent, they may only camp on your site for a maximum of 28 days at a time.

If you are not next door to a licensed site, there's a good chance you would qualify. You will need:

- At least half an acre of fairly level land

- Safe access and egress from the site; a Certified Site Officer will assess this for you but they base it on approximately 100 meters of clear view in either direction. It doesn't matter if you have a narrow or single track lane either, provided there is good visibility and enough passing places.

The facilities you will need to provide before a certificate is issued are:

- A drinking water tap
- A rinsing water tap (for swilling out toilet cassettes)
- Dry waste disposal – something as simple as a bin that can be emptied regularly
- Chemical Disposal Point (CDP)

You can choose to provide more facilities at any time such as hard standing, electric-hook up points or toilets and showers, this is entirely at your discretion but such work may require planning permission.

The free, 'All You Need to Know' guide will give you more information about setting up and operating a Certified Site, and the application process. The Club will correspond with Kirklees Council and the neighbours, and they will keep you informed of progress.

Once your site is ready to open, they will give you a free basic advert into Your Big Sites Book, and on their online site directory.

All Certified Sites are visited annually by a Certified Site Officer to offer advice and support.

T: 024 7647 5198 Exempted Camping Team

E: [exemptions@thefriendlyclub.co.uk](mailto:exemptions@thefriendlyclub.co.uk)

Download the 'Your Certified Site, All you Need to Know' guide from [www.campingandcaravanningclub.co.uk](http://www.campingandcaravanningclub.co.uk)

## Site Licence

Camping Site Licences are issued under the Public Health Act 1936, and are needed for most caravan sites whether you offer Yurts, Pods or traditional camping facilities. Campsites need licences if they are used more than 60 days within a 12 month period or more than 42 consecutive nights.

Licenses are issued with conditions that are appropriate for the site concerned. They normally relate to the layout of the site (in respect of fire safety), the type of caravan/tent that can be sited, and provision of facilities such as sanitary facilities.

If your land is used as a campsite for more than 28 days in the total of any calendar year you will also need to obtain Planning Permission. A site licence will not be granted until planning permission has been obtained.

You can apply for a Camping Site Licence from Kirklees Council Public Protection Services (Health and Safety).

E: [Jenny.dineen@kirklees.gov.uk](mailto:Jenny.dineen@kirklees.gov.uk) T: 01484 226896

## Planning permission

If your land is used as a campsite for more than 28 days in the total of any calendar year you will need to obtain Planning Permission, as well as a site licence.

**Working with Kirklees planning** It is important to work with the Planning Service from the very beginning. The more evidence and information you can provide the better. This will enable the Planning Service to determine whether your proposal requires planning permission or not.

If you would like to discuss your proposal you can meet Planning Officers at the Planning Office at Civic Centre 3, Huddersfield; however an appointment is required, these are normally available between the hours of 10am and 4pm Monday to Friday. Contact Kirklees Direct: 01484 414746 email: [dc.admin@kirklees.gov.uk](mailto:dc.admin@kirklees.gov.uk)

**Stage 1:** Once you have located your site, and given some thought to the guidance in this document, briefly sketch out your proposals and make an appointment to discuss your ideas in principle with a Planning Officer.

**Stage 2:** Draw up more robust plans based on the guidance given, and discuss your proposals again with an Area Planning Officer. Depending on the size of your development, you may need to do this through the Pre-Application Service for which there is a fee of £300+. The pre-application advice provided by Kirklees Council is not legally binding as it doesn't take into account the views of neighbours, and other public bodies.

A pre-application enquiry form can be downloaded at [www.kirklees.gov.uk/planningapplications](http://www.kirklees.gov.uk/planningapplications)

**Stage 3:** Formally apply for planning permission either online through the Planning Portal (<http://www.planningportal.gov.uk>) or by sending your completed application form and supporting information to:

Planning applications, PO Box B93, Civic Centre 3, Huddersfield, HD1 2JR

E: [Planning.contactcentre@kirklees.gov.uk](mailto:Planning.contactcentre@kirklees.gov.uk)

Planning application forms can be downloaded from the Planning Portal at:

<http://www.planningportal.gov.uk/PpApplications/genpub/en/Ecabinet>

## Working with the Peak District National Park

If your site falls within the Peak District National Park you will need to liaise with the Peak District National Park Authority, not Kirklees Council. They operate a drop in service for general advice, alternatively email or telephone to speak to a Planning Duty Officer. A pre-application service is also available.

Peak District National Park Authority, Aldern House, Baslow Road, Bakewell, DE45 1AE

T: 01629 816200

E: [customer.service@peakdistrict.gov.uk](mailto:customer.service@peakdistrict.gov.uk)

[www.peakdistrict.gov.uk/planning](http://www.peakdistrict.gov.uk/planning)

## Designation of your site

How is your site designated on the Development Plan? The designation of your site will be taken into account in determining whether or not planning permission will be granted for your proposal.

The **Kirklees Unitary Development Plan (UDP)** shows how land is designated across the district such as whether your site is within the green belt. You can view these maps at [www.Kirklees.gov.uk/udp](http://www.Kirklees.gov.uk/udp) - scroll down the page and select the map for your area.

The Environment Agency's **Flood Map** identifies land that is at risk of flooding, and shows land at medium risk (Zone 2) and high risk (zone 3) of flooding. If your site is within Flood Zones 2 or 3, you will need to complete: -

- A Sequential Test to show there are no other suitable sites in lower flood risk areas which could accommodate the proposal;
- An Exceptions Test; and
- undertake a Flood Risk Assessment.

Further details are set out in the National Planning Policy Framework (NPPF) and Technical Guidance on flood risk. This can be viewed at:

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/6000/2115548.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6000/2115548.pdf)

Surface water flood risk will also be taken into account. The Environment Agency Flood Map can be viewed at [www.environment-agency.gov.uk](http://www.environment-agency.gov.uk)

If your land has a conservation designation such as SSSI, SAC, SPA, or is in an agri-environment scheme agreement (ELS or HLS) you should contact your Natural England Land Management Adviser for derogation first.

## National Planning Policy Framework (NPPF)

You are strongly advised to look at the National Planning Policy Framework which gives guidance on planning matters, including how applications for development in the Green Belt should be considered. Go to

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/6077/2116950.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6077/2116950.pdf)

Paragraphs 79-92 of the NPPF specifically set out matters relating to the Green Belt. Part 3 relates to the rural economy including rural tourism and leisure development. Part 4 relates to transport.

### In general:

- Respect the character of the location. For example, off the shelf wooden pods are classed as 'alien' in a Green Belt woodland environment. Think about the design of the accommodation/facilities and how you can link to the landscape – watercourses, vantage points etc.
- Avoid locations near Public Rights Of Way (PROW) (policy considers the impact that the noise/movement of people at a campsite will have to PROW users – don't detrimentally impact on the enjoyment of the footpath users)
- Provide information on the viability of the enterprise and relationships to the wider economy e.g. jobs, supporting local amenities
- Justify the amount of built form or diversification

- Limit 'urbanisation' as far as possible: transport, paths through the site, roads, amenities, permanent structures
- Avoid noise and disturbance to nearby dwellings
  - Situate your site close to existing amenities to show day to day needs can be met without the need for visitors to use their car daily.
  - Convert existing buildings for reception/shower block/toilets; avoid new build if possible
  - Locate your site as close as possible to existing amenities, including public transport
- If your land is in the Green Belt it may be considered appropriate development. The provision of facilities for outdoor recreation such as camping maybe appropriate provided it preserves the openness of the Green Belt. If your proposal is not considered to be appropriate development by the Local Planning Authority you will need to demonstrate special circumstances:
  - You must show 'special circumstances' that will outweigh the harm caused by development. Special circumstances will be different to each site. For example, it may be that your existing businesses will fail without this addition.
  - Justify your proposal in relation to any harm that may be caused to the Green Belt
  - Maintain the openness of the site
  - Limit 'permanent' path development on the site (this is seen as 'urban')

## Business Rates

If you run a camping or caravan site it is likely that you will have to pay business rates.

Kirklees Council will calculate business rates based on the rateable value of your property; the rateable value of your property is set by the Valuation Officer Agency.

*The Valuation Office Agency – Business Rates Section*

Telephone: 03000 502802

Website: [www.voa.gov.uk](http://www.voa.gov.uk)

*Kirklees Council Revenues and Benefits*

Telephone: 01484 414941

Email: [business.rates@kirklees.gov.uk](mailto:business.rates@kirklees.gov.uk)

## Television licences

If you install a television in a games room you need to apply for a licence from the TV Licensing Authority.

[www.tvlicensing.co.uk](http://www.tvlicensing.co.uk)

## Licences to show DVDs

A special license is required if you wish to offer a DVD library to guests. A range of organisations offer licences; each has different licences and costs. You may like to investigate:

- **Filmbank**  
[www.filmbank.co.uk](http://www.filmbank.co.uk)

A licence is not required if guests bring their own DVDs to watch.

## Unfair trading practises

The Consumer Protection Regulations (CPR) covers unfair trading practises. Take care not to 'enhance' the virtues of your business or its location. You must not make false statements in any of your advertising or promotion, or give misleading prices - include VAT in your prices to avoid confusion. Some practises are banned outright including:

- Displaying a quality mark without having the necessary authorisation
- Falsely claiming that a premise or product has been endorsed by a public body
- Falsely stating that an offer will only be available for a limited amount of time

More information is available from Consumer Direct (on behalf of West Yorkshire Trading Standards):

T: 08454 040506

[www.tradingstandards.gov.uk](http://www.tradingstandards.gov.uk)

## Pricing and charging

You must be open and honest about your pricing. Your tariff should be easy to understand and legible, with VAT and any compulsory service charge included in the price (if applicable). The Department for Business Innovation and Skills booklet 'Guidance for traders on good practice in giving information about prices', gives practical guidance on how to avoid giving misleading prices.

T: 020 7215 5000

[www.bis.gov.uk](http://www.bis.gov.uk)

## 2. Health and Safety

Campsites are subject to general health and safety laws, which are enforced by the local authority environmental health department and the HSE.

### Assessing risk, and liabilities

You are liable for the physical safety of guests and visitors on your property. You have a 'duty of care' and must make sure that the premises are reasonably safe for the purpose for which guests were invited to use them.

You are responsible for ensuring, so far as is reasonably practicable, the health, safety and welfare of all your employees at work plus anyone else who could be affected by your work activities e.g. guests, casual workers, contractors.

You must carry out a regular risk assessment to identify and manage any risks. The website [www.hse.gov.uk](http://www.hse.gov.uk) has a range of templates and information to help you conduct your assessment. The guide 'HSG195 A guide to health, safety and welfare at music and similar events' also includes a section on campsites.

Under the Employers' Liability (Compulsory Insurance) Act 1969, employers must have insurance to cover their liability for any harm suffered by an employee at work.

Public liability is strongly recommended.

## Smoking in public places

Virtually all enclosed public places and workplaces in England are smoke free. You must display no smoking signs in enclosed public places – this includes toilets/shower blocks, shops and reception areas.

## Fire

### Assessing risk

It is your responsibility to carry out a risk assessment, and then act on the findings. There is no specific format for recording the assessment but guidance on how to carry out a fire safety risk assessment can be found in the government publication Fire Safety Risk Assessment – Sleeping Accommodation. Copies of this guide are free to download at

<https://www.gov.uk/government/publications/fire-safety-risk-assessment-sleeping-accommodation>

### Butane, propane, camping gaz

In addition, under the Dangerous Substances and Explosive Atmospheres Regulations 2002 (DSEAR), a campsite owner must ensure that containers containing butane, propane or “camping gaz” (whether stored or sold in site shops) do not pose a risk, through fire or explosion, to the safety of customers, employees or anyone visiting the site. The Health and Safety Executive (HSE) has further information on DSEAR, as do the West Yorkshire Fire Service.

Speak to the West Yorkshire Fire Safety Office for advice on spacing and minimising risk:

T: 0113 3875722

E: [fire.safety@westyorksfire.gov.uk](mailto:fire.safety@westyorksfire.gov.uk)

[www.westyorksfire.gov.uk](http://www.westyorksfire.gov.uk)

## Waste Disposal

### Discharges to water and sewer

You must discharge to water and sewer responsibly – whether you are providing permanent facilities or portable toilets. The method of waste disposal will need to be determined with the local authority and the local water authority.

If your effluents are unsuitable for discharging to the public foul sewer, or there is no public foul sewer available, you could:

- treat the effluent on site before discharging it to a sewer
- pay for it to be taken away for off-site treatment.

If you can't discharge an effluent to the public foul sewer it will be classed as waste. You must comply with your duty of care responsibilities when dealing with your waste.

### Chemical Disposal Point (CPD)

A disposal point for chemical toilet waste is recommended. You will need to provide this if you want to become a Camping and Caravanning Club Exempted Site.



It may be housed in a purpose built structure (planning may be needed) or housed outside. You'll need a suitable collection receptacle and with a means of rinsing away or flushing waste.

If located externally, especially where a cesspool or tank is used for collection, you must prevent rainwater from entering the system. Suitable access will be required to allow the tanker access to empty the CPD.

A water supply to the point of discharge must be provided for rinsing campers toilet cassettes – provide a short hose to allow the flow to be directed, and clearly signpost 'not drinking water'.

The Environment Agency (EA) has guidance for businesses on their responsibilities relating to waste disposal. Go to [http://www.netregs.org.uk/business\\_sectors/hospitality,\\_leisure\\_\\_tourism.aspx](http://www.netregs.org.uk/business_sectors/hospitality,_leisure__tourism.aspx) for more information.

### **Commercial (trade) waste**

If you pay business rates, any food/litter waste generated will need to be disposed of via a commercial waste collection service and not the domestic collection service (i.e. your normal bin collection conducted the local authority). You will need to pay for the waste collection. The local authority offers this service but you can also approach private waste collection companies – search for 'waste management companies' online.

To arrange for trade waste collection from the local authority contact Kirklees Council Environmental Waste:

T: 01484 414700

E: [trade.waste@kirklees.gov.uk](mailto:trade.waste@kirklees.gov.uk)

### **Food hygiene and safety regulation**

Under the Food Hygiene Regulations 2006, all businesses supplying food (including food retailers such as campsite shops) must register with the environmental health department of their local authority. A new business must submit an application form for registration at least 28 days before it begins trading.

Download a Food Premises registration form at

<http://www.kirklees.gov.uk/business/healthAndSafety/foodBusiness.aspx> or contact 01484 414739.

For guidance on food safety for retailers go to <http://www.food.gov.uk/business-industry/caterers/sfbb/sfbbretail/>

### **Alcohol**

You will need to apply for a Premises Licence if you are intending to sell alcohol or run a bar. Apply online at: <http://www.kirklees.gov.uk/business/licensing/index.aspx>

## 3. Guests

### Guests with disabilities

The Disability Discrimination Act 2004 (DDA) makes it illegal to treat people with a permanent or temporary disability less favourably than other people for a reason related to their disability. You must take reasonable steps to ensure that your establishment and the service you provide is accessible to both staff and visitors. The term 'reasonable' is judged on the size and value of your business.

As part of the National Quality Assessment Scheme you must have an access assessment. Examples are available at <http://www.visitengland.org/busdev/accreditation/index.aspx>. This site explains about the requirements of the National Accessible Scheme.

#### Further guidance:

For more information about the Disability Discrimination Act and help with good business practise contact the Equality and Human Rights Commission. The PAS 78 A *guide to good practice in commissioning accessible websites* is available free to download too.

T : 08456 046 610

[www.equalityhumanrights.com](http://www.equalityhumanrights.com)

**Tourism for All UK** is a national registered charity which provides expertise and support to the tourism and hospitality sector to provide accessible services for all.

T: 0845 124 9974

[www.tourismforall.org.uk](http://www.tourismforall.org.uk)

**RNIB** *See it Right* guidelines (Practical advice on designing, producing and planning for accessible information), available at £15 on CD from [www.rnib.org](http://www.rnib.org)

### Bookings and payments

Typically, a campsite owner will advertise the business via website, with details and photographs of facilities and the surrounding area, and customers ring or e-mail the campsite to secure a booking.

Once a booking is made it constitutes a legally binding contract so the site owner should send a short written confirmation of the booking and a receipt for any deposit paid. It is also good practice to supply a set of terms and conditions (T&Cs) clearly stating the services to be provided to customers and any cancellation and refund policies. As a minimum, T&Cs should include:

- The deposit due, the full payment price and price of any extras and the date payments are due.
- Agreed arrival and departure times.
- Customer obligations and expectations of behaviour.
- Rules relating to barbecues and fires, dogs and parental supervision of children.
- Cancellation procedures.
- Rules relating to "lights out" or restrictions of noise levels.

## Data protection

The Data Protection Act 1998 protects any information you collect about guests or your employees. You cannot use it for marketing purposes without their consent. Since the provisions of the Act are extensive we recommend that you explore the data protection section on [www.accommodationknowhow.co.uk](http://www.accommodationknowhow.co.uk), or contact the Information Commissioner's helpline:

T: 0845 6306060 or 01625 545745

[www.ico.gov.uk](http://www.ico.gov.uk)

## Fees and payments

Campsites generally charge between £5 and £10 per person per night, based on either two or four people sharing the tent. The charges can vary slightly depending on whether it is low, mid or high season, with the highest charge being during the summer months.

Electric hook-ups for tents are typically charged between £2.50 and £5 per night. The campsite owner may also charge for extras, such as parking a car or allowing dogs on-site.

## 4. Finance and Business

### Employment

If you employ anyone (including a family member), you will be subject to a number of statutory obligations designed to protect the interests of employees. These include payment of wages, national insurance and tax, issuing terms and conditions of employment as well as various health and safety issues. You must also be aware of legislation covering holiday entitlement, age and sex discrimination. For information on employment rights and rules contact Acas, the Advisory, Conciliation and Arbitration Service.

T: 08457 474747

[www.acas.org.uk](http://www.acas.org.uk)

### Income tax and VAT

When you start working for yourself you must register with the Inland Revenue. Keeping accurate records and completing all tax requirements is essential.

You must establish your income tax position and whether you are claiming all the expenses and capital allowances you are entitled to. You can speak to an accountant, or financial advisor, or visit HM Revenue and Customs ([www.hmrc.gov.uk](http://www.hmrc.gov.uk)), which has a range of helpful information and contact numbers.

For information on VAT go to [www.hmrc.gov.uk/vat](http://www.hmrc.gov.uk/vat) or contact the national advice service on 08450 109 000.

### Insurance

Before you begin trading you must have appropriate insurance, so contact your insurance company about your business plans.

You may need to consider public and products liability, employment liability, personal liability, business interruption, loss of revenue, theft, fire and accidental damage.

If you wish to market and promote yourself through the VisitBritain Quality Assurance Scheme you must have public liability insurance.

# Promotion

According to customer retention experts, it costs five times more to attract a new customer than it does to retain a current one. You need to consider how to attract new customers, but also how to keep the ones you have. Promotion isn't just about marketing; it's the experience that the visitor has on their stay including the customer service, the quality of the fixtures and fittings and the information that they're provided with to explore the local area. **Word of mouth recommendations** are one of the best forms of promotion that you can receive.

## 1. Marketing

Marketing is how you communicate and promote your business to potential customers. You need to understand your customers, and their needs, and tailor your business to match those needs.

You'll need to develop an effective, but realistic, marketing plan and budget each year. You should use a consistent style and message for all your marketing information. Assigning 6 – 8% of your annual turnover to marketing is a good rule of thumb, although you will need to invest more in the first year or two.

**Always ask guests and enquirers how they heard about your business.**

## Advertising and promoting your business

Advertising can be very expensive and you will need to target your publicity carefully. Take advantage of free marketing opportunities wherever possible.

Here are the main marketing opportunities available to you:

### Tourist Information Centres

The Tourist Information Centres (TIC) provides tourists and residents with information about the local area. Visit your local TIC and introduce yourself/your business to the staff.

You may need to be quality assessed to be promoted by some Tourist Information Centres across the country. In Kirklees you need to be quality assessed to national standards OR must sign up to the **Kirklees Accommodation Quality Charter** in order to be promoted via our local Tourist Information Centres, and included in the Council's marketing campaigns.

### The Internet

Having your own website is **vital** and will provide a cost-effective way of advertising your business to a wide audience. Many consumers prefer to book online so offer this facility if you can. You should also set up an email address. For a small fee you could find it an advantage to register your website with search engines such as Google and Yahoo. Your website is likely to be your main marketing tool – keep all the information on it up to date.

Make sure that your business appears on dedicated campsite directories/accommodation websites. Check the terms and conditions before you forward your details – some websites are free, other

may work on a booking or commission basis. Some of the more popular sites are [www.campingandcaravanningclubb.co.uk](http://www.campingandcaravanningclubb.co.uk), [www.ukcampsite.co.uk](http://www.ukcampsite.co.uk), [www.camp-sites.co.uk](http://www.camp-sites.co.uk), [www.ukcampsitesearch.co.uk](http://www.ukcampsitesearch.co.uk), [www.campsites-uk.co.uk](http://www.campsites-uk.co.uk) although there are many others. Local websites can be just as important as regional and national sites.

If your business is quality assured it can appear, free of charge, on the local website [www.visithuddersfield.com](http://www.visithuddersfield.com) You will need to be a member of the regional marketing agencies, Welcome to Yorkshire and Visit Peak District and Derbyshire in order to feature on their websites, or participate in their marketing campaigns.

Used well, **Trip Advisor** can be a powerful tool to promote, and generate footfall to your business. The site receives 60 million unique views per month, and has 30 sites in 21 languages – your property will appear on all of them. There are many things that you can do for free, to enhance your popularity online; most importantly, ask customers to recommend you. An information sheet is available from Kirklees Tourism, 01484 221686.

### **Leaflets**

A simple and professional leaflet is a good way to convey information and attract interest in your business. You could use a brochure to:

- Respond to enquiries
- Display in local shops, pubs, garages and visitor attractions, and at local businesses, colleges, the university and religious buildings
- Display in your hallway for guests to take and recommend you to friends
- Display in Tourist Information Centres across the region

Leaflets can be costly to produce, so only include relevant information such as a description of the property and facilities, map, contacts details and good quality images.

### **Newspapers and magazines**

Newspaper and magazine editors are always on the look out for fresh stories and are keen to hear your news. Keep the press up to date with your activities – if they like your story they will print it free of charge.

Advertising in newspapers and magazines can be expensive and may not give good return for the money you spend. As a new accommodation provider, you may want to wait until you have a clearer idea of your customers. If you have developed a niche market, perhaps walkers or cyclists, it may benefit you to advertise in specialist magazines.

To work out how effective each advert is at generating business, include a reference code on each advert, and ask enquirers to tell you this code.

### **Business/site directories**

You might consider advertising in both the hard copy and online versions of business directories such as Yellow Pages ([www.yell.com](http://www.yell.com)) and Thomson ([www.thomsonlocal.com](http://www.thomsonlocal.com)).

## The importance of quality – awards and tourism schemes

Visitors increasingly demand high accommodation standards, and the quality of your establishment will influence the future success of your business, and how much you can charge. High standards of quality are required not only for the material aspects of your business, but for the levels of customer service you provide from before a guest arrives to after they have left.

There are various award and assessment schemes designed to help a campsite meet minimum quality standards and assist with promotion.

### National Quality Assessment Schemes

VisitBritain runs the National Quality Assessment Scheme (NQAS), in conjunction with the British Holiday and Home Parks Association (BH&HPA). Each campsite is given an official star grading of between one and five based on the quality of the site. You can download or order the free 'Parks' information pack to help you develop your business at [www.qualityintourism.com](http://www.qualityintourism.com)

Under the AA Caravan and Camping Pennant scheme, campsites are inspected and given a rating of between one and five pennants. You can find out more about the scheme at [www.theaa.com](http://www.theaa.com) (search for Hotel Services), or telephone 01256 844455.

### Kirklees Accommodation Quality Charter

In order to be promoted through the local Information Centres, and in Kirklees Council marketing campaigns you must either be quality assured to national standards (see above), or sign up to the Kirklees Accommodation Quality Charter. The Quality Charter is free to sign up to, but does not involve a quality assessment and does not result in a star rating being given.

Kirklees Council – Holmfirth Tourist Information Centre

T: 01484 222444

E: [holmfirth.tic@kirklees.gov.uk](mailto:holmfirth.tic@kirklees.gov.uk)

## Signage

You may wish to invest in good signposting and a map that gives clear directions. Good signposting can be an extremely effective form of advertising, particularly to attract passing visitors.

The Town and Country Planning (Control of Advertisements) Regulations control the display of outdoor advertising and, in certain circumstances, require businesses to obtain permission from their local authority planning department before displaying outdoor advertisements such as signs directing campers to a campsite. Advertisements cannot be displayed in "special control" areas, which are determined by the local authority. Go to [www.communities.gov.uk/documents/planningandbuilding/pdf/326679.pdf](http://www.communities.gov.uk/documents/planningandbuilding/pdf/326679.pdf) for a guide for advertisers on outdoor signs and advertisements. Contact Kirklees Planning for more information:

T: 01484 414746

E: [dc.admin@kirklees.gov.uk](mailto:dc.admin@kirklees.gov.uk)

### White on brown tourism signs

You can apply for these signs, but in practice they are very expensive and accommodation

establishments are rarely successful with their applications. Contact Kirklees Highways for more information:

T: 01484 225613

## Membership

**Welcome to Yorkshire** (WtY) is responsible for marketing the Yorkshire and Humber region as a visitor destination. They operate a partnership scheme, at an annual cost starting from £225 + VAT. Benefits include priority inclusion in PR, enhanced entry on Yorkshire.com, access to a legal helpline, advertising discounts and a merchant card scheme.

Welcome to Yorkshire – West Yorkshire, Dry Sand Foundry, Foundry Square, Holbeck, Leeds, LS11 5DL

T: 0113 322 3500, 07527 732 700

E: [lkirk@yorkshire.com](mailto:lkirk@yorkshire.com)

[www.welcometoyorkshire.net](http://www.welcometoyorkshire.net)

**Visit Peak District and Derbyshire (VisitPeak)** is responsible for marketing the Peak District and Derbyshire as a visitor destination. They operate a membership scheme, at an annual cost of £75+ VAT. Benefits include advertising discounts, networking opportunities, free marketing resources and supplier discounts.

Visit Peak District and Derbyshire, Derbyshire and Nottinghamshire Chamber of Commerce & Industry, Commerce Centre, Canal Wharf, Chesterfield S41 7NA

T: 01246 212924

E: [info@visitpeakdistrict.com](mailto:info@visitpeakdistrict.com)

[www.visitpeakdistrict.com/industry](http://www.visitpeakdistrict.com/industry)

## 2. Exceeding expectations

The majority of your business will probably come from repeat visits and referrals from satisfied guests. Make your guests experience wonderful - often it's the little things that count. You could:

- Welcome guests with a pint of milk, say goodbye and give them a souvenir to remember you by e.g. branded hot chocolate sachets
- Put together day trip itineraries or keep a list of nearby walks, cycling routes and restaurants
- Recommend, use or sell local produce
- Offer a range of menus if you provide breakfast
- Work in partnership with local visitor attractions to offer discounted entry
- Send thank you cards when guests leave and offer an incentive to encourage another visit

Keep an open mind about how you do things and look out for ways of improving. Don't forget to ask guests for feedback on their stay.

Do not be afraid to ask guests to recommend you to others, and make it easy for them to do so.



### Use local distinctiveness to benefit your business

Visitors want to experience places in different ways, enjoy locally made produce and want to meet 'real' people. By highlighting your local distinctiveness you will help to create reasons for guests not just to stay longer, but to return again and again.

A toolkit to help you identify what's special about your area is available from Kirklees Council.

T: 01484 221686

E: [jess.newbould@kirklees.gov.uk](mailto:jess.newbould@kirklees.gov.uk)

## 3. Sustainable tourism

Don't confuse sustainable tourism with green and eco tourism – it's more about how you operate your business.

You've probably already considered using low energy light bulbs and energy efficient appliances and recycling as much of your water as possible, but consider taking a few simple steps to help your visitors think sustainably as well:

- Encourage guests to leave the car at home:
  - Give details of public transport services on your website, brochure and when confirming a booking
  - Offer to pick guests up at the station
  - Provide bus and train timetables and information on walk and cycle routes
  - Provide bicycles for guest to use, or link with a bike hire business locally
- Encourage the use of local food
  - Provide high quality, locally sourced food to guests; it can be a real selling point for your business. You'll find a local sourcing directory on the website [www.deliciouslyyorkshire.co.uk](http://www.deliciouslyyorkshire.co.uk)
  - Promote local food in your marketing materials
  - Provide information on local farmers' markets, farm shops and local specialities and where to get them
  - Provide information on local pubs serving locally brewed real ale, and cafes and restaurants using local produce

## 4. Become cycle friendly

The Tour de France Yorkshire Grand Départ 2014 marked the start of a boom in cycling in this area which will last for many years to come.

Cycle tourists are generally good spenders, who visit destinations based on other cyclists' recommendations. Make sure you give them every reason to recommend your business, and return.

Visit our Business Advice page to download a handy business toolkit 'Getting your business ready for cyclists' <http://www.kirklees.gov.uk/visitors/businessAdvice.aspx>

## 5. Networking

You will find networking a valuable way to swap ideas, get support and develop your business. A number of opportunities are available including:

- Welcome to Yorkshire's annual '**Y**' **conference** for the tourist industry. You can network, learn new business skills and hear from key speakers in the tourism industry.
- Twice a year Kirklees Council hosts the **Kirklees Tourism Forum**
- The local authority **Tourism Officer** is available by telephone and email to discuss your business needs and offer guidance. You will be emailed regularly to update you on marketing opportunities, changes in industry legislation and regulations and potential scams across the area.
- Holmfirth Enterprise and Development <http://www.holmfirthhead.co.uk/>