

## Welcome to the CaSSOA Newsletter



After a busy few months returning to work after maternity leave and catching up on the past year, I am pleased to say – normal service has been resumed!

I will be working Tuesdays, Wednesdays and Fridays and whilst this is part-time, I am confident that I will be able to provide the administrative service you need to support your business.

CaSSOA membership remains strong and we are continuing to welcome new members. In addition, the site re-survey programme is on-going ensuring that sites are maintaining required standards and we have comprehensive records of all members.

We're also currently reviewing our membership benefit package and plans for the Annual Meeting in November are well under way.

I'm really keen to get back up to speed with what has been happening over the last year or so, and to support you with the various challenges you may be facing - so please feel free to contact me by email: [enquiries@cassoa.co.uk](mailto:enquiries@cassoa.co.uk) or phone: 0843 216 5802. If I'm not in the office, I will endeavour to get back to you as soon as possible.

Best Regards,  
Becci Rooke - CaSSOA Administrator

### Promotional Materials & Member Benefits

As part of our ongoing efforts to add value to members, and increase awareness of CaSSOA, we are reviewing our member benefits package. This could include expanding our corporate membership base, providing members with discounts on products and services, and providing CaSSOA marketing materials.

With this in mind, we need you to tell us what you want! Click [here](#) to head over to our short survey and complete this by **15 September 2017** to have your say.

### Are Your Details Correct?

It's really important that we have up to date contact information for all our members. Please let us know if you change your email address, correspondence address or phone number.

Please also check that your site listing information is correct as this is how potential customers will be trying to get in touch with you.

If you require assistance with this call 0843 216 5802 or email [enquiries@cassoa.co.uk](mailto:enquiries@cassoa.co.uk).

## Annual Meeting

CaSSOA's Annual Meeting will take place on 22nd November 2017 at the Park Plaza Hotel in Nottingham.

We hope that the Annual Meeting will be an opportunity to share CaSSOA's activity over the past couple of years, and to gather feedback from our members to shape the future of the organisation.

If you have any items you would like to put forward for the agenda please email: [enquiries@cassoa.co.uk](mailto:enquiries@cassoa.co.uk).

## Plaques

All members are entitled to a CaSSOA plaque to display.

If you do not have one please email or call the office.



## CaSSOA Website

We are in the process of updating the CaSSOA website. To make the website more user friendly for caravan owners and members, we will be focusing on the following elements:

- Improved site search facility
- Improved members area
- Updated branding & more streamlined user journey throughout the site.

As always, let us know if you have any suggestions.

## Member Spotlight

In this issue we meet Gary Rickards at **Home Farm Caravan Storage Centre**, near Cheltenham in Gloucester.



### How long have you been in operation?

We opened on the 1st March 2014 and we were full within 6 weeks from opening. We offer internal storage for 31 Bays, all generously spaced out (primarily to reduce fire spread) and our bays are 8 metres long x 3.5 metres wide.

### Have you always been in caravan storage?

No - the building was designed and built as an indoor horse riding arena, which we used to run dressage and show jumping competitions and riders could also hire the venue. Unfortunately after 7 years of operating my wife became ill, so we could not work as an active partnership running competitions. We applied for planning permission and obtained dual use planning permission for both equestrian (D2) and storage (B6) for the building. We then altered the building to improve access and security along with the installation of a comprehensive CCTV system.



### What do you find most challenging about caravan storage?

Ensuring security is not compromised and ensuring that only legitimate owners of vehicles enquire here.

### What do you like most about your job?

There is a very high demand for storage here.

### What do you like to do in your spare time?

I enjoy cycling and compete in time trials. I am also the club secretary for our local cycle club, which has approximately 300 members.

If you'd like to feature in our member spotlight please email your details to [enquiries@cassoa.co.uk](mailto:enquiries@cassoa.co.uk).

## Security Alerts

CaSSOA will be starting to provide email alerts to members when a theft or break in is reported.



We feel that notifying sites when there has been a security breach within 10 miles will help to encourage members to increase their vigilance.

We would urge members to pass on any information they feel is relevant to us that we can share with other sites.

Personal / site details will remain anonymous.

## CCTV - Is your CCTV system operating legally?

Did you know that your CCTV system must be registered with the Information Commissioner. If you have a commercial CCTV system which records data, you must notify the Information Commissioner ([www.ico.org.uk](http://www.ico.org.uk)).

By using a CCTV system, you are recording data relating to a living individual, and this data must therefore be processed fairly and lawfully (with the subjects consent, or for a lawful purpose such as the prevention, investigation and detection of crime, public or employee safety).

If you do operate a CCTV system, you must display signage which gives details of who is monitoring the CCTV, the purpose of the CCTV and contact details. CaSSOA do have a sign template available for all members. To get yourself a template, please contact [enquiries@cassoa.co.uk](mailto:enquiries@cassoa.co.uk).

It is also important to ensure that you handle your recordings appropriately. For example, tapes should be referenced and a log should be made if a recording is viewed. Access to monitors and recorded images must also be restricted and authorised persons should be listed.

For more information please visit [www.ico.org.uk](http://www.ico.org.uk) or [www.cctvusergroup.com](http://www.cctvusergroup.com). Information courtesy of The CCTV User Group Ltd ([www.cctvusergroup.com](http://www.cctvusergroup.com)).

### CCTV IN OPERATION



FOR FURTHER INFORMATION PLEASE  
CONTACT XXXXXXX  
THIS SCHEME IS CONTROLLED BY (YOUR  
ORGANISATION) IMAGES ARE BEING MONITORED  
FOR THE PURPOSES OF CRIME PREVENTION &  
PUBLIC SAFETY FOR FURTHER  
INFORMATION PLEASE CONTACT XXXXXXX



# FARM BUSINESS INNOVATION 2016

## INSPIRING RURAL ENTREPRENEURS

**The Trade Event to Support Innovation and Diversification for Farmers, Landowners, Country House and Estate Owners**

**The Farm Business Innovation Show** is Europe's leading event for farmers, landowners, and estate owners. Voted 'Trade Show of the Year' by the EN Awards in 2016, the show is returning to NEC in Birmingham on the 8th & 9th November 2017. This event provides rural entrepreneurs with the inspiration, resources and advice needed to diversify, innovate and succeed through 200 seminars, 500 hand-picked exhibitors, industry-leading experts and unrivalled networking and business opportunities.

CaSSOA will be exhibiting at The Farm Business Show, which is expected to attract farmers, land owners and people with an interest in rural business.

Diversification in the agricultural, farming and land management communities is the act of building on traditional farming practices and delving into new and innovative endeavours by adding additional revenue streams such as storage facilities, renewable energy, organic food production, rural tourism or niche livestock. However, the venture into rural diversification requires so much more than just a good idea, and to thrive you need to have clear plans, goals, and confidence in your choices. The Farm Business Innovation Show provides the perfect opportunity not only to find the information but the tools and services to help you every step of the way.

For CaSSOA members, the show could be really useful. With networking opportunities, over 500 suppliers and a range of seminars and workshops, there could be an opportunity to create a business that could complement your primary source of income.

At the Farm Business Innovation Show, some of the most forward-thinking business minds in the industry will be sharing their ideas, knowledge and secrets along with real-life case studies, in order to help the 9,000 visitors to start, grow, or improve their rural business. The seminars aim to be inspiring, educational and motivational, featuring world class speakers such as; Michael Eavis (Glastonbury Festival) who will discuss how the festival and farm work together, Paul Williamson and Chris Nichols (Hillside Brewery and GameShift) with a talk entitled 'Brewing up a difference – the Hillside inspiration' and Doug Gurr (Amazon) who will look at unlocking the digital potential of rural UK.

So whether caravan storage is secondary to your main business, or if it is your main concern, this show will give you the chance to network and explore the latest trends in diversification. You'll get the opportunity to interact with the farmers and holiday park owners who themselves have successfully diversified, offering you the chance to find out what worked for them and to meet with the product suppliers who will endeavor to best place you and your land for future profit.

Your free ticket to the Farm Business Innovation Show will also give you full access to its sister shows: Country House Innovation, Holiday Park & Resort Innovation, and Family Attraction Expo.

Running on the 8th & 9th November 2017 at the NEC Birmingham tickets to attend the show are free, visitors just need to register via the website.

Book your free ticket [here](#) or visit [www.thefarmingshow.co.uk](http://www.thefarmingshow.co.uk).