

ALL YOU NEED TO KNOW ABOUT APPLYING TO BECOME A CERTIFIED AIRE

CONTENTS

Meet the Team	Page 1
What is a Certified Aire	Page 2
What are the Benefits	Page 3
What are the Costs	Page 4
What do I get out of it	Page 5
What makes a good site	Page 6
Any Tips	Page 7
What we give you	Page 8

We are pleased to introduce you to the Certification Team:

Carolyn Mitchell
Gillian Marchant
Liz Munns
Steve Haywood
Barry Cook
George Stoker

Contact Information:

Use the online form: <https://www.camprarally.org.uk/contact-us.html>

WHAT IS A CERTIFIED AIRE?

The CAMpRA Rally Group is an exempted organisation under the Caravan Sites and Control of Development Act 1960, enabling the Group to assist landowners, (or tenants with a landowner's permission) to establish and operate a small motorcaravan site.

This allows the Group to issue a certificate to cover the overnight parking of self-contained motorcaravans at a small, privately run site (or Aire as we refer to them) without the need for Planning Permission.

The Certificates that we issue allow such Aires to accommodate a maximum of 5 motorhomes or campervans (space permitting) but caravans and tents are prohibited.

Certified Aires can open all year round but the operator can specify the opening dates and times. As Aires are intended for short stops whilst touring we recommend that you keep it simple by suggesting visitors give you a quick call to check availability 24 hours in advance.

It's at your discretion what kind of site you wish to provide, whether it be basic overnight parking or if you want to also offer fresh water and waste disposal etc. But to minimise your set up costs and financial risk, we recommend a cautious approach which should make the operation of the Aire easier for you

Electric Hook Up, Toilets and Showers are not required as these are Aires not campsites.

In terms of your land, we'll be looking for:

- ✓ Fairly level land, preferably hard standing (if you intend to open all year round).
Unlike caravans and tents, 82% of motorcaravans tour all year not just in the summer.
- ✓ Safe access – based on an unrestricted view on either side of your egress point.
If the approach road to the site is fairly narrow or single track, there should be enough passing places (big enough for a motorcaravan to pull in). We may issue your certificate with a max length condition to ensure the safety of all road users. Very importantly, we will need the written agreement of all parties that have ownership rights on the access road.

Before you open, we'll need you to provide Public Liability Insurance – clearly stating the site is covered. You may already be covered for the site on your existing policy (if you have one) so it's worth checking this, but if not, we can provide you with the contact details of insurance services which offer tailor-made policies.

Please be aware that as part of the Group's terms and conditions, you'll need to display a sign at the entrance of your site, this will be provided by the Group

WHAT ARE THE BENEFITS?

For an Application Fee of £50.00* we will provide you with:

- ✓ Access to over 350,000 motorcaravan owners via a free listing on Searchforsites search database, www.Searchforsites.co.uk
- ✓ Annual site certificate permitting the 'change of use on the land'
- ✓ A fanfare announcement on the CAMpRA Business Facebook page which will also be shared with several other CAMpRA and motorcaravan groups.
- ✓ A CAMpRA Certified Aire sign to display at the entrance.
- ✓ Listed on Searchforsites as a CAMpRA Certified Aire
- ✓ Access to Airestop payment by QR code system
- ✓ Annual site assessment visit from our inspectors
- ✓ Dedicated department of specialist advisors
- ✓ Access to personalised signage from the CAMpRA online shop.

* Fee is subject to change and payable prior to site certification.

WHAT ARE THE COSTS?

Set-up Costs

The costs you will incur are those involved with setting up and maintaining the Aire. It's always difficult to give an actual figure, as this will depend on how much work you are able to do yourself and what facilities you already have in place. Factors, such as already having a hardstanding area that you can use for all year use (not essential but grass limits access if so), but these are short stay overnight parking, no camping, therefore set up costs can be as little as your £50 application fee, Annual Renewal fee of £15 plus your liability insurance of around £90.00*

You can get advice from the Certification team who have many years of experience in using Aires all over Europe.

You will be able to get a better idea of how much your set-up costs are likely to be once an inspector has been out and assessed the land; they'll be able to advise what needs to be done to get the site ready for certification before any work actually starts.

*This price is based on a typical quote for a 5-van site in April 2023.

Operation and Maintenance Costs

As a simple short stay overnight stop "Aire" you are only required to provide a parking spot, therefore operating cost can be as simple as taking payment; this could even be by a donations box.

If you provide water that is not mains supplied (well or spring water) then you will need to have this tested on an annual basis unless it is labelled "not suitable for drinking". Likewise, if you provide electric hook-up points, these will also need testing annually and certified by an electrician.

You will need current Public Liability Insurance which clearly states the Aire is covered. You will be required to send copies of your policy document to the CAMpRA Rally Group – this can be done by email to: applications@camprarally.org.uk

If using a septic tank for a chemical disposal point (if provided), you will need to ensure that it is emptied when at capacity. We recommend a 600 gallon tank and anticipate that this would need to be emptied once, or perhaps twice a year. This will obviously depend on how busy your site is, but we would suggest that you provide somewhere for visitors to dispose of grey water (dirty washing up water) so that your CDP is not filled up unnecessarily.

Other than these costs, you may have the odd maintenance task that you may well be able to do yourself at little or no cost.

WHAT DO I GET OUT OF IT?

If you keep a well maintained, attractive site and offer your customers a positive and friendly experience you can build up a good customer base. You also get to keep all of your site fees.

Being located in an area where there are lots of tourist attractions or being in a holiday hot spot will help to attract customers, but similarly, we also have a large user base who want to be tucked out of the way in a secluded, hideaway, paradise!

Aire owners tell us that the main reasons they enjoy running their Certified Aires are the increased revenue they bring and the social aspect of it all; meeting people and making new friends, sharing their surroundings and welcoming repeat customers also factor highly.

There are over 400,000 UK registered motorcaravans who spend an estimated £1 billion when on their travels – a great way to support local shops, restaurants, cafes and other attractions.

HOW MUCH SHOULD I CHARGE?

The fees you charge for your site are at your discretion. We can offer guidance based on what surrounding sites of similar nature are charging, but your fees should be determined by the popularity of the area, the standard of the site you are providing, what facilities you have and any local attractions or amenities there might be. A recent survey indicates that £5 just to park and £10, if you have water and waste, is reasonable. However if you are located in a popular area close to a town or tourist attractions (remember a motorcaravan does not have a car to visit attractions) then you may be able to ask for a higher fee. But Aires are not campsites they are short-stay (normally 48 hours) overnight parking.

CAMpRA does not recommend the provision of Electric Hook-up Unit (EHU) as they are costly to install and maintain. However if you do decide to add this then we recommend that you charge EHU as an addition to the standard fee to park.

PLEASE NOTE

THE CERTIFICATE DOES NOT EXCLUDE YOU FROM REQUIRING PLANNING APPROVAL TO CARRY OUT ANY GROUNDWORK OR INSTALLATION FACILITIES LIKE EHU.

WHAT MAKES A GOOD AIRE?

When considering setting up a Motorcaravan Aire, keep in mind your purpose for doing so. If this venture is something you are embarking on for your social pleasure, then the type of site you provide might differ from someone who is setting an Aire up as a business venture.

As already mentioned, the type of site most motorcaravanners favour is very basic, not a fully facilitated campsite. You can assume that having an Aire with more facilities, (water & waste), will open you up to a wider audience and make your Aire more desirable; with this you may wish to charge slightly more in pitch fees. However, one thing that doesn't waiver is the standard of site you offer. Users expect that the Aire should be kept clean, tidy and well maintained. The parking area should be kept free of any litter or debris also the welcome and service should be friendly and positive.

As Aires are for self-contained motorcaravans, they do not require a waste point every night however you may consider allowing passing motorcaravans to pay a small fee to top up with water and empty their waste tank (on average 20 litres). In popular areas this can be a very lucrative year-round revenue stream.

Hardstanding, although not essential, is desirable for motorcaravans and will attract visitors over the winter months when lots of campsites are closed. Even in the drier months, as an Aire is not a campsite, hardstanding is often the preferred choice.

The little extra touches will make your site look more professional and make a good impression on visitors. For example, a notice board displaying information and contact numbers, such as the local doctor, vet, taxi company, nearest petrol station and supermarket is helpful

ANY TIPS

If you're not a motorcaravan owner yourself, it's a great idea to invite an owner along to visit your site for a couple of nights and show you what a self-contained motorcaravan is and discuss the possibilities of opening an Aire. We can put you in touch with the UK Aire Owners Group to speak to owners of existing Aires.

Or speak to the CAMpRA Rally Group team by filling in the contact form at:

<https://www.camprarally.org.uk/contact-us.html>

or join our Rally Group members Facebook Group, <http://www.facebook.com/groups/camprarally/>

Bear in mind the needs of the less able or those with disabilities, when you think about water and waste points.

Your pitches should be marked out in some way with a minimum of 3 metre gap between each unit. If you are fortunate enough to have a large dedicated area for the Aire, marking may not be necessary but you **MUST** ensure that the minimum spacing recommendation above is always maintained.

WHAT WE GIVE YOU

- ✓ Dedicated support and advice are available to you whether it is just something you are thinking about, or if you have been up and running for 20 years.
- ✓ When you do apply, we will take care of all the administration with the local authority and if applicable, keep you informed of the progress along the way, other than any other than any planning permission if required.
- ✓ We'll tell you which bits you need to do and when and we'll send out one of our Site Inspectors to check everything over before you start work.
- ✓ We give you an entrance sign, along with an entry into the Searchforsites database and announcements on CAMpRA and other motorcaravan Facebook groups.
- ✓ We'll send you an introduction letter with information, advice and guidance for you as a site owner.
- ✓ We will introduce you to Airestop to consider their simple payment by QR code system which means customers can pay even when you are busy or not on site.

All we ask in return is that you love and look after your Aire and your visitors. We ask that you abide by the Group rules set out to protect you, your visitors and the surrounding community and ask that you keep us informed of any changes so that we have the most up-to-date records possible.

If you'd like to apply to set up a Certified Aire, please complete the application form online at: <https://www.camprally.org.uk/aire-application.html>

We just need some information, such as your address, a map of where you are and a what 3 words reference then we can take it from there. There's no obligation at any stage, so if you decide at any point that it is no longer the route for you, just let us know and we will close your application.

If you are still unsure just contact us with a phone number and a member of our team will contact you, we are a volunteer group so there will be no sales pitch or pressure.