



SINCE 1907

CARAVAN AND MOTORHOME CLUB

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NO. 5 SOUTH EAST REGION

Minutes of the South East Region Council Meeting on Thursday 20th June 2024 via Zoom

In attendance

Sue Smith (SS)	-	Region Chair
Claire Notley (CN)	-	Region Secretary
Chris Page (CP)	-	Region Vice – Chair
Stuart Johnson (SJ)	-	Region Web Master
Mark Sinclair-Watson (MSW)	-	CAMC Vice-Chair
Paul Funnell (PF)	-	Nominated Member
Karen Shipper (KS)	-	Nominated Member
Charles Patrick (CPA)	-	Nominated Member
Maisie Bennett (MB)	-	East Sussex
John Hoy (JH)	-	Independent

1. CHAIR'S WELCOME

Good evening, everyone and thank you very much for joining us shame there are not many people attending this is possibility due to Football taking place and holiday season.

CN confirmed the meeting is being recorded.

2. APOLOGIES

Anne Marrett, Andy McDonald, Graham Milborrow, Nigel Moss, Jeff Allen, Alan Cook, and Nick Childs.

3. MNUTES OF PREVIOUS MEETING – THURSDAY 21st March 2024

SS asked if everyone has a copy of these minutes and asked if there were any matters arising from these minutes.

4. MATTERS ARISING

MSW a quick update for JH regarding the costs of electrics, the sites on trial with metered electric they are finding they are using 45% less electricity. JH asked if this is anything to do with the weather, MSW confirmed this trial has been going on for a while and this is the average. JH replied with hopefully this will reduce the pitch fees, MSW confirmed that we are looking into charging pitch fee and then paying for just watch electric we are using.

Minutes were proposed by KS and seconded by PF.

5. CHAIRMAN'S REPORT

I attended the Club Council meeting which was very interesting, the experience freedom was discussed, and Caravan and Motorhomes are now about 50/50. The average age of membership was quite a surprise which is 60 !. There is lot of various things happening after the main AGM's the main one being the change of Regions to Divisions. I also learnt that the Club has a Kids Club called Little Explorers this is something I didn't know anything about, this might be of use to some centres. I haven't even seen anything in the club magazine. SS asked MSW about it, MSW has advised this will be pushed to publicise. CN confirmed she was aware about and thought the Club had stopped it as she had some magazines to give to children for an event she organised for a Centre, CN thought it had been abolished. MSW confirmed it is still there and people are not using it but if people don't know about it, they can't use it. Another thing that was interesting was about shops on sites this is not viable due to them not being used due to the access to online shopping deliveries. Another thing that arose was the Club AGM is at Chester Racecourse and Chester Centre is going to run a rally in conjunction with the AGM, however spaces will be limited. Various upgrades to Club Sites are still ongoing there is a lot going on. Another interesting item is regarding membership they reckon approximately 8 years is the average for members to hold membership, I'm not sure how that has come about as I know a lot of members that have been members for man many years. Another item that was raised was Question Time its staying as Bi-Annual, we are doing ours in March 2025 at Brooklands Museum at Weybridge Surrey, I'm not sure if we will be in a position to run a rally in conjunction with this event, I have contacted Surrey Centre and still waiting on a response.

I also attended a very wet May Bank Holiday Rally on a Commercial Site with a Rally Field; it was very well organised but a very wet and muddy.

I also attended Club Fest which was very busy and excellent venue where we handed out the Region Book listing all centre rallies, also trying to get members to understand and explain they are on a rally even though they have EHU and trying to explain they can survive with EHU, I spent most of my time explaining that if they have a solar panel, good battery and gas they can survive one family was shocked that I have survived over two weeks without EHU.

Sadly, we had to cancel Penshurst Place due to the Vineyard pulling out at the last minute, so we decided to cancel at the last minute. Since then, we have done a poll, and members found it to be expensive so we are looking at organising an event for 2025 and we will look at trying not to clash with another event and obviously keep you up to date when we have set a date etc.

6. SECRETARY'S REPORT

Just a few things, touching on what SS said about the Region Book, I would like to try and get it out earlier this year like we used to also I'm looking to revamp and if anyone has any ideas or any pictures we can add (obviously with permission). Various items have been added/amended in Box the main one the change from Region's to Division's, contact information and diversity and inclusion which is a big thing at the moment, so it's always worth checking Box for any changes/updates. I have set up notifications when anything is added/amended which is really useful. A couple of emails from Governance regarding recycling laws in Wales, I know this doesn't affect us but it's worth knowing about especially if you are looking to holiday or organise a rally in Wales. Again, we don't have many centre representatives, but the rally supplement is updated during the course of the year and if you want any of your rallies to be added to this to encourage new ralliers you need to update this so this can be included.

Our AGM for 2025 is Saturday 18th October.

7. TREASURER'S REPORT

No report available as AM was not present due to be unwell.

8. CAMC VICE-CHAIRMAN REPORT

Annmarie Ward has resigned as Club Vice-Chair so there will be some changes within the Club. The Deposit system will be changing again. Picking up from what CN mentioned about the recycling in Wales, what happens on our Club Sites, we are trialling one central bin point instead of various points across the sites and this is saving the club in various ways for example bins liners and if what is happening in Wales could come into force over so if we does we are already prepared for the changes by having one central rubbish site. This will also stop larger items for example awnings being left behind.

9. WEBSITE REPORT

Good evening, everyone.

Firstly a few statistics about the website.

These statistics are for the date range 22nd April 2024 – 20th June 2024

On the website, within this date range there have been 261 site sessions, 222 of these were unique visitors. Of the 222 visitors, 191 were new.

Most of the website traffic comes from Google ,117 people, followed by 88 people coming to the site directly using the website address. Of the 261 sessions, 138 (53%) were from a mobile device, 112 (43%) were from a desktop and just 11 (4%) from a tablet.

This data shows we must ensure the website remains mobile friendly when it is updated or changed.

I would like to ask all centres to forward to me any posters and details of any special forthcoming events that I can publish on the website thus promoting their centres.

I have been on holiday for most of May and part of June so have not looked at the website in that time.

I am away again from Sunday for a few weeks but will try to do some work on the website when I am on EHU and have a good signal.

That's all from me.

Any questions?

10. CENTRE REPORTS

SOUTH LONDON – No reps were at meeting.

EAST KENT – No reps were at meeting.

EAST SUSSEX – MB we held our Charity Rally at one point we thought we might have to cancel due to wet weather however the site owner was extremely helpful and allowed us to use another field which was not wet and boggy. In total the rally raised a total of £863.28, however the committee were very disappointed as after the rally we received an email from CP raising some concerns regarding safety guidelines, exemption certificates and VAT we were disappointed to receive this especially as a few of region officers attended the rally and joined and did not bring this to the attention of a committee member at the rally. We have now appointed a committee member to be a representative for safety etc and have taken the comments on board.

WEST SUSSEX – No reps were at meeting.

WEST SURREY – No reps were at meeting.

11. SLINFOLD REPORT

No report available.

12. INDEPENDENT/NOMINATED MEMBERS REPORTS

JH – Just a few things which I have brought up before but as a member's club I still feel our sites are expensive, but this is my view on it. I meet up with a group who use the other club's sites and find them more accommodating when making requests for pitch allocation etc. This did make me question our marketing approach for example the emails we have been receiving recently for example 40% off and how these are aimed at especially as some of them are short notice and does not fit in with people who are working, so is this aimed at the retired members of the club? MSW replied to the email for 40% off were for members who had not booked a Club Site in the last few years it was not for all members. The club has a marketing department that look at all the data and competitors this is where these emails come from. The pricing of sites is many several reasons for example staff costs, leasing of sites etc.

CPA – I attended Club Fest as part of the Technical Committee, and we did some demonstrations on Lithium Batteries and also attend the Region Tent. I was extremely disappointed about the feedback on Facebook mainly the negative remarks especially from a member without in region who did not attend but slated Club Fest and felt this was unfair especially as the comments were from a member who did not attend and why is the club allowing negative comments from a member who did not attend? MSW agreed. SS confirmed that the member was privately messaged after the comments to be asked not to put comments especially negative comments when not in attendance. MSW confirmed that the

Facebook page was not a club run page, the club are in liaison with the administrators regarding these types of comments. CPA continued to say that he thought Club Fest was superb and thoroughly enjoyed it even if we did have a bit of rain and it wouldn't be Club Fest without it! After Club Fest I had the opportunity to visit the Swift Factory in Hull which was a fantastic day and watched a caravan being put together.

KS – Club Fest was well attended, and we have approximately 3,100 units on site we had 42 traders and 19 food vendors all the food vendors were really happy and a few of them sold out went home Sunday instead of Monday due to selling out. We had to tow a few vehicles out due to wet weather. The weather did not put people off visiting the arenas one food vendor commented on this as all they could see was chairs and umbrellas watching the bands and couldn't believe it. Club Fest 2025 is being held at Bolesworth Castle Chester and bookings are open and we already over 500 bookings already and they are up on this time last year. All the traders and food vendors have already booked in for next year. PF has nothing else to add.

13. NEXT MEETING

Thursday 19th September 2024 at Westerham Village Hall.

14. ANY OTHER BUSINESS

SS - I have been approached by a few members regarding the other club and how they do discounts for members over 60 and asked MSW if we are looking to do anything similar, MSW confirmed there is nothing in the pipeline, MSW confirmed these discounts are more for midweek and pitch only and the Club felt this type of discount is unfair to families and working members. SS said that she did mention this to the members who asked as we try to be inclusive. MB mentioned the other club do a reduced membership rate for members over 60, MSW replied that if you are member for 50+ years you will get free membership. He also responded that again we have to be extremely careful to be inclusive to all members and he also mentioned that the other club have confirmed they do loose money by offering this membership discount and they don't want to stop as they know they will loose even more money by stopping this as they will lose members.

Also looking at booking for Club Fest 2025 there is no lines for region section, will all centres be mixed into? KS replied they are not stopping region lines as you go further down the booking form there should be a section for you to select your region. They are continuing to do Family Zones and Quiet Zones etc.

CN – None

MB – None

SJ – None

CPA – None

CP – None

MSW – A big thank you so MB for being the only centre representative and thank you JH for your discussions.

JH - None