



22nd June 2021

Reference: Sandy Bay Caravan Park

Dear Sir/Madam,

VIABILITY ASSESSMENT OF THE EXISTING AND PROPOSED BUSINESS, RELATING TO THE PROPOSED EXTENSION OF THE EXISTING CARAVAN BY 31NO. UNITS AT SANDY BAY CARAVAN PARK, 119 PILLING LANE, PREESALL, FY6 0HG.

This document should accompany the suite of documents, submitted in support of the proposed development at Sandy Bay Caravan Park, 119 Pilling Lane, Preesall, FY6 0HG, which is for the expansion of the existing holiday site by 31no. units.

Policy EP9 - Holiday Accommodation of the Wyre Local Plan (2011-2031) Adopted February 2019, states that:

“Holiday accommodation sites including new short stay touring caravan and camping sites, will be permitted where they meet the requirements of the Core Development Management Policies and provided they satisfy the following criteria:

- a) The totality of development, including on site services, is of appropriate scale and appearance to the local landscape;*
- b) Any new building and supporting infrastructure is necessary;*
- c) New tourism accommodation sites incorporating new build accommodation will need to be supported by a sound business plan demonstrating long term viability; and*
- d) Proposals for extensions to sites which include new built accommodation outside settlement boundaries will need to be supported by a viability assessment of the existing and proposed business.”*

Policy EP9(d) of the adopted Local Plan seeks to support extensions to existing sites, as long as a viability assessment of the existing and proposed business is provided, which demonstrates long-term viability of the expansion. Accordingly, this document will fulfil the above, ensuring the long-term sustainability of the Sandy Bay Caravan Park site.

At present, the Sandy Bay Caravan Park site is operating with 100% ownership of vans, with no units available to buy at present and 2 empty pitches with caravans on order for said pitches. Sales of the units across the site have been higher than average over the past year, with a significant increase in demand, largely due to the restrictions placed upon international travel as a result of COVID-19, with an overall boom in the ‘staycation’ market.

Within a typical year, Sandy Bay Caravan Park would anticipate a natural turnover of 10% per annum, which roughly equates to the sale of 6 caravans. However, 9 caravans have been sold within the past 6 months, meaning that the annual turnover target has been met halfway through the year, despite the COVID-19 lockdown period. The above figures clearly evidence an ongoing ‘boom’ in the staycation market, with demands for such caravans exceeding the current provision across the Sandy Bay Caravan Park.



The British Holiday and Home Parks Association (BH&HPA) in 2014 estimated that a static pitch on average would bring roughly £7,525 into the local economy per annum, given that visitors significantly increase local spending power. The proposed development for 31no. additional pitches would therefore bring over £230,000 into the local economy, which will bring forward undeniable economic benefits to local services, including shops and cafés within Knott End-on-Sea and within Wyre Borough Council's boundaries as a whole.

A 2012 study commissioned by BH&HPA estimated that the caravan park industry provides 53,000 direct and indirect jobs within the UK, which brings forward employment opportunities and social benefits for local residents. In this particular case, multiple local tradesmen will be employed to put each pitch into place, if the application is approved.

Moreover, in 2016, a study by The GB Tourist Statistics, calculated that spending during domestic holidays which involved staying in a privately-owned static caravan was £240 million. Thus, the social and economic benefits attributed to caravan parks are significant and help to support prosperous rural economies.

The proposed development is clearly in line with the criterion established within Local Plan Policy EP9, with the expansion of the existing site intending to capitalise upon the identified market boom within the static caravan market. Nonetheless, our business model at Sandy Bay Caravan Park will ensure the long-term sustainability of the site, with a phased approach taken to steadily build-out the site.